
STRATEGIC PLANNING
FOR DOWNTOWN
RALEIGH'S FUTURE
DEVELOPMENT

DRAFT PLAN

September 11-12, 2014

THE RALEIGH DOWNTOWN PLAN

THANK YOU!!

TO PARTNERS & SPONSORS



DowntownRaleigh
Alliance



Hyde Street
Holdings, LLC



TO THE RALEIGH COMMUNITY





PUBLIC KICK-OFF | 180 PEOPLE | 2.11.14



DOWNTOWN VISIONS | 200 PEOPLE | 4.2.14

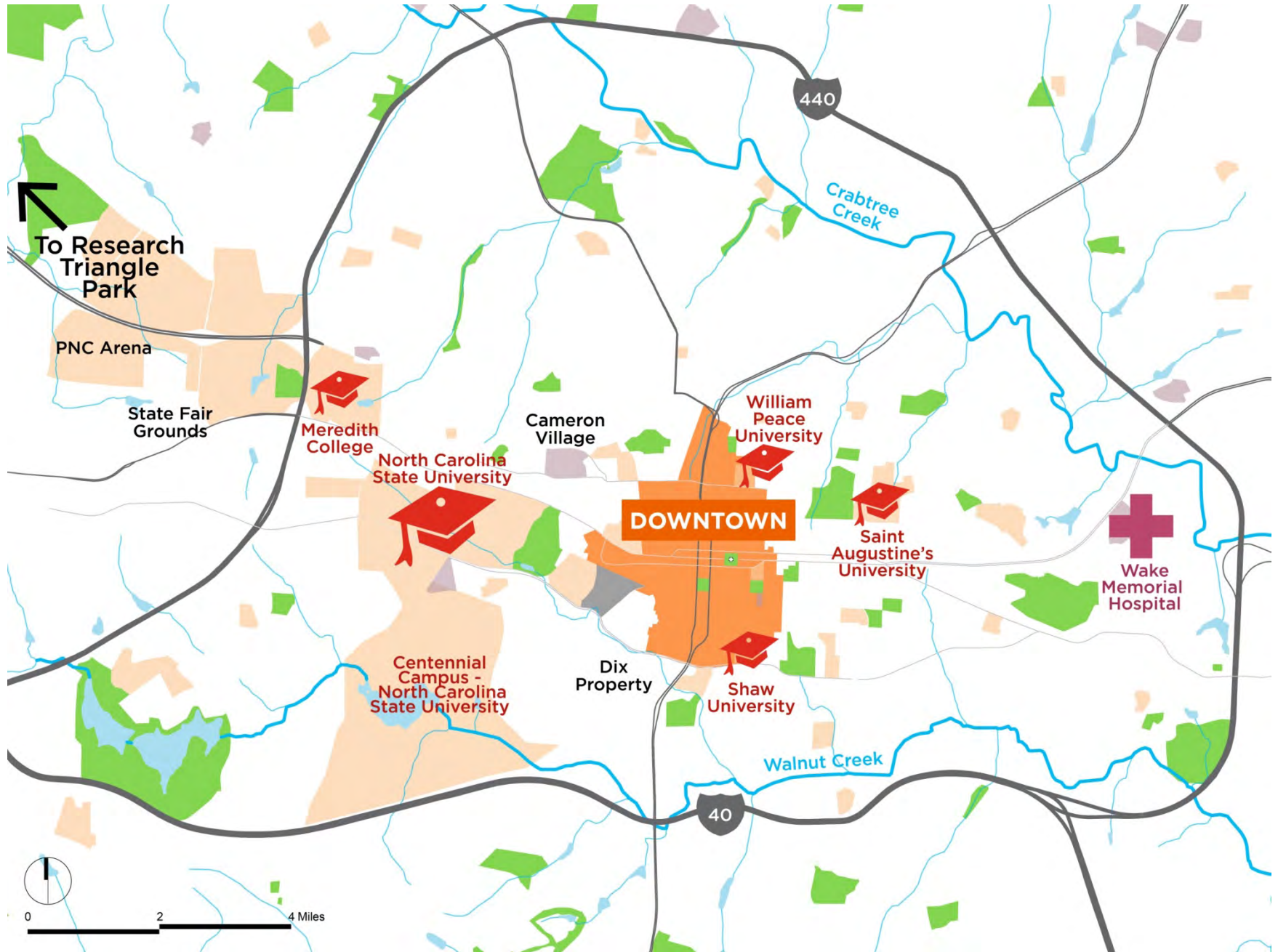


DISTRICT VISIONS | 325 PEOPLE | 5.21-22.14

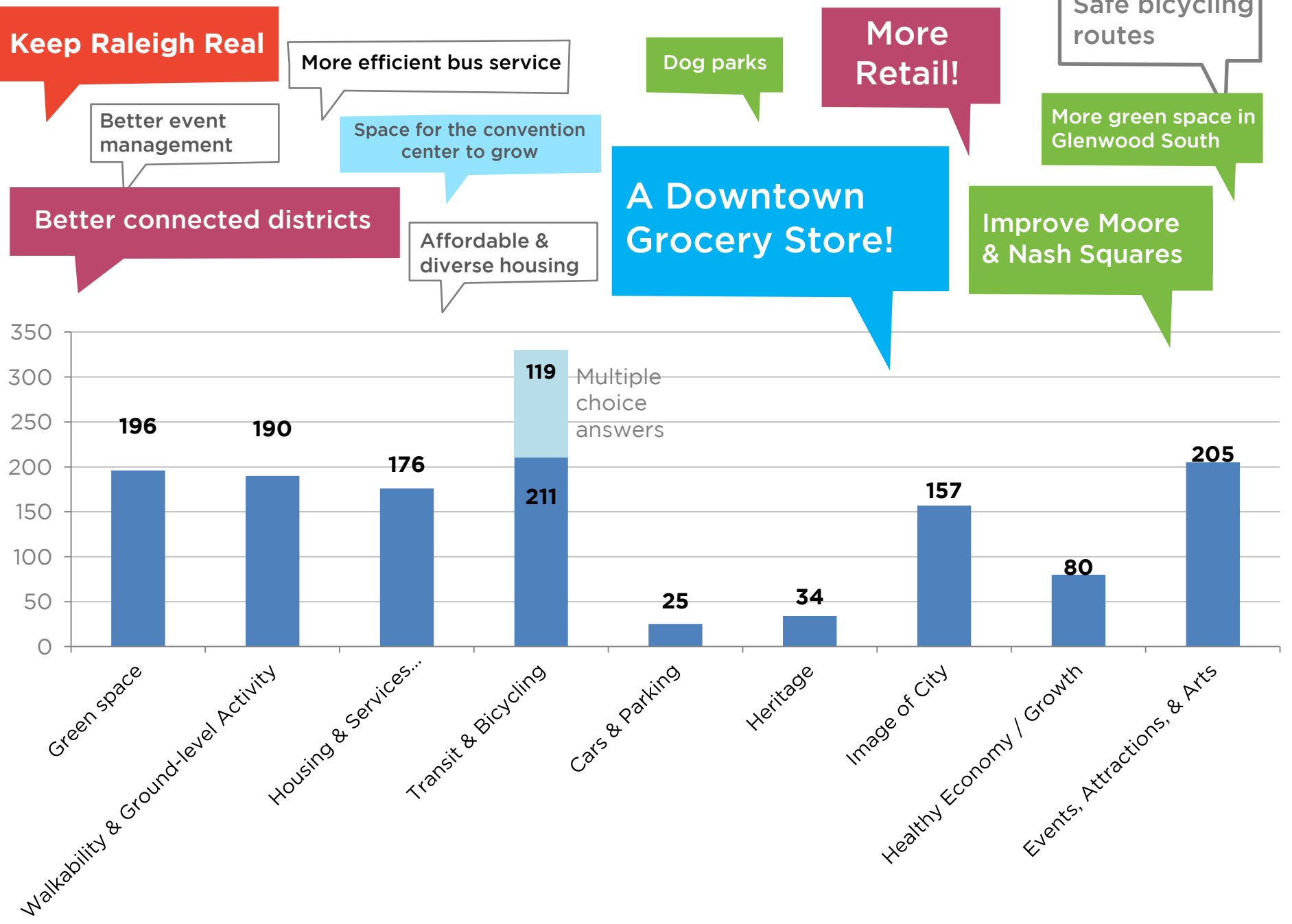
THE FUTURE OF DOWNTOWN RALEIGH

Supporting creativity, entrepreneurial growth, and innovation in the most walkable and civic-minded downtown.

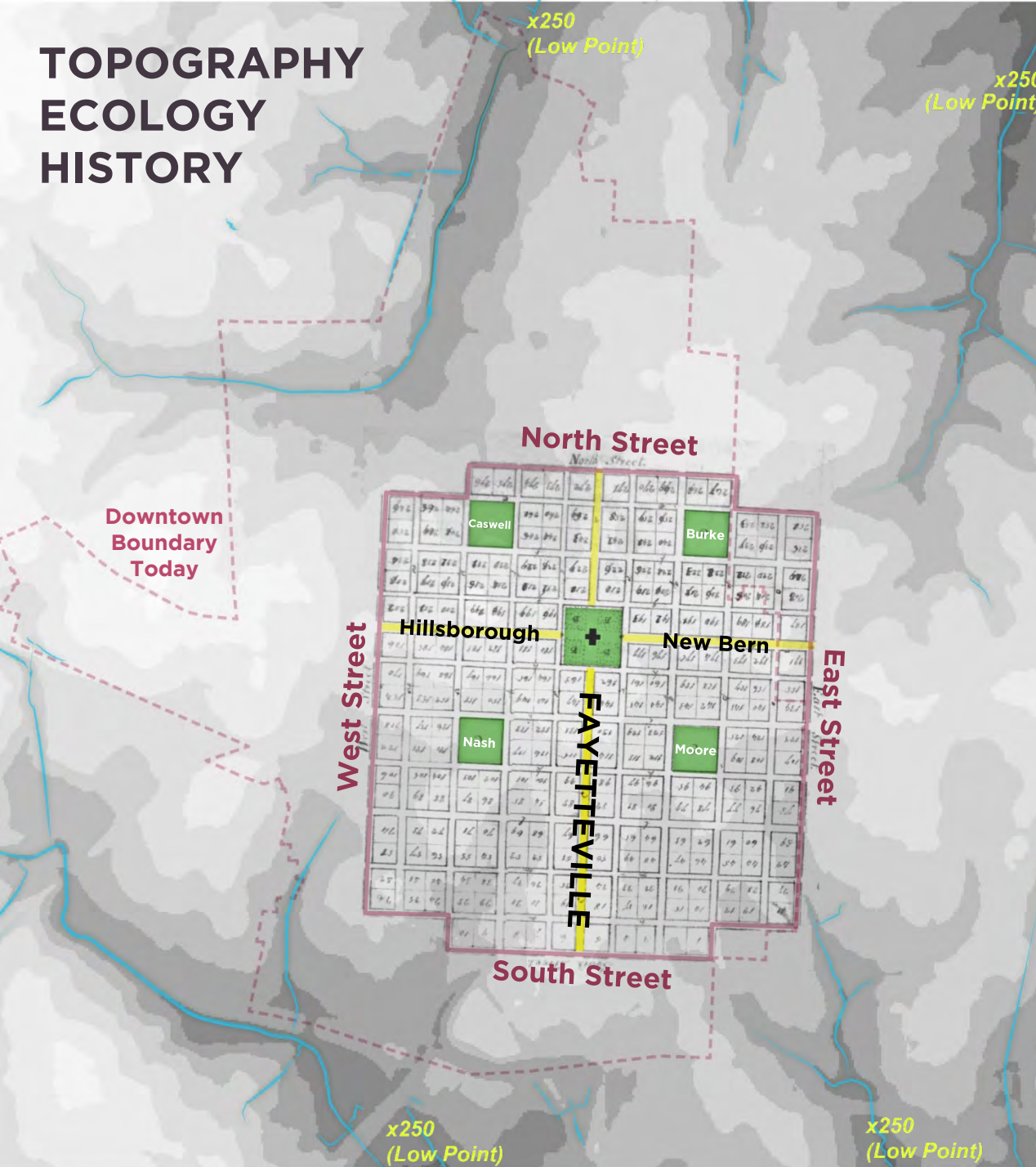
DOWNTOWN'S ROLE IN THE CITY & REGION



YOU TOLD US WHAT MATTERS...



TOPOGRAPHY ECOLOGY HISTORY

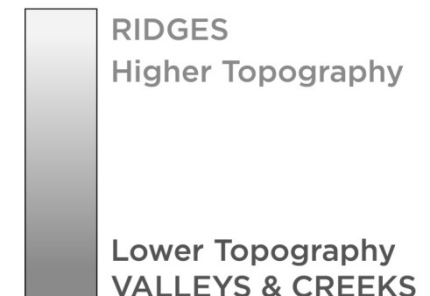


TOPOGRAPHY & ECOLOGY

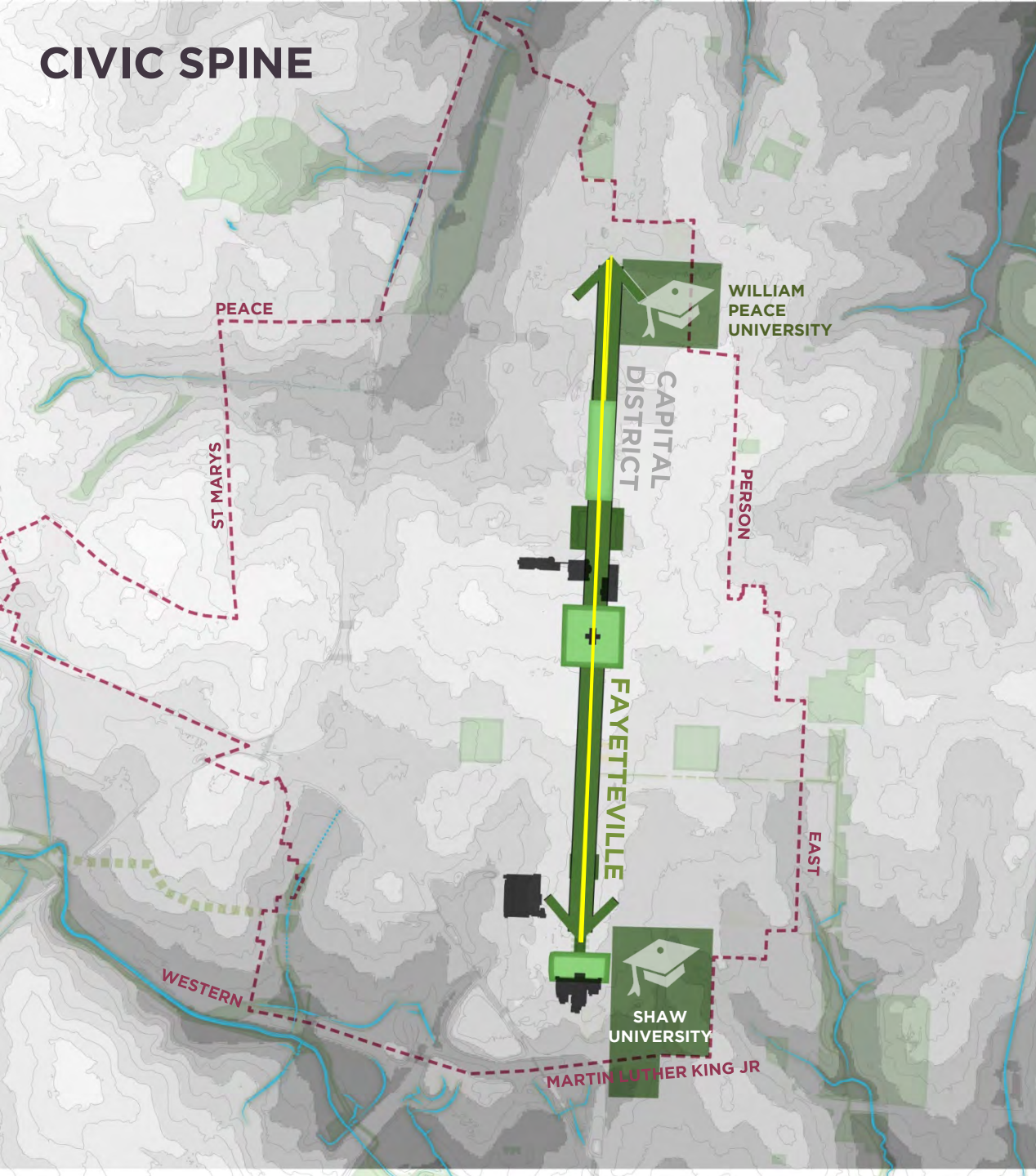
- 2 high ridgelines in downtown
- Low points at the 4 corners, at rail & creeks

CHRISTMAS PLAN (1792)

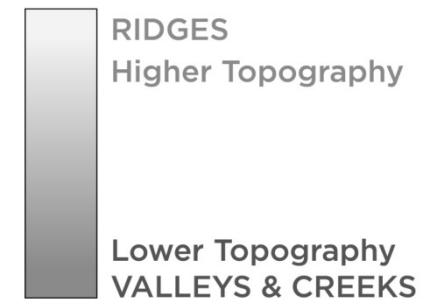
- Capitol in central location
- Fayetteville as “high street”
- 4 public squares



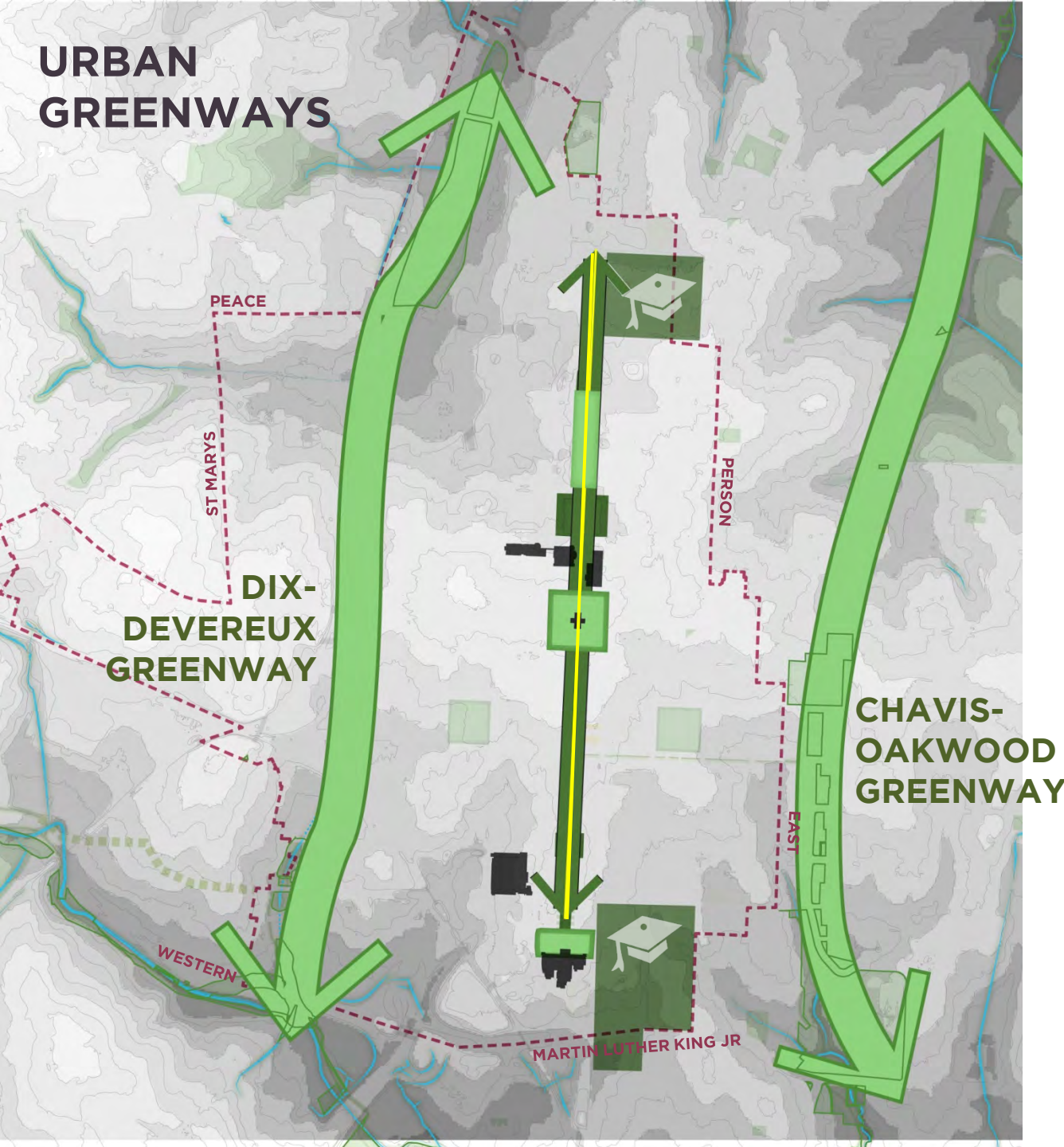
CIVIC SPINE



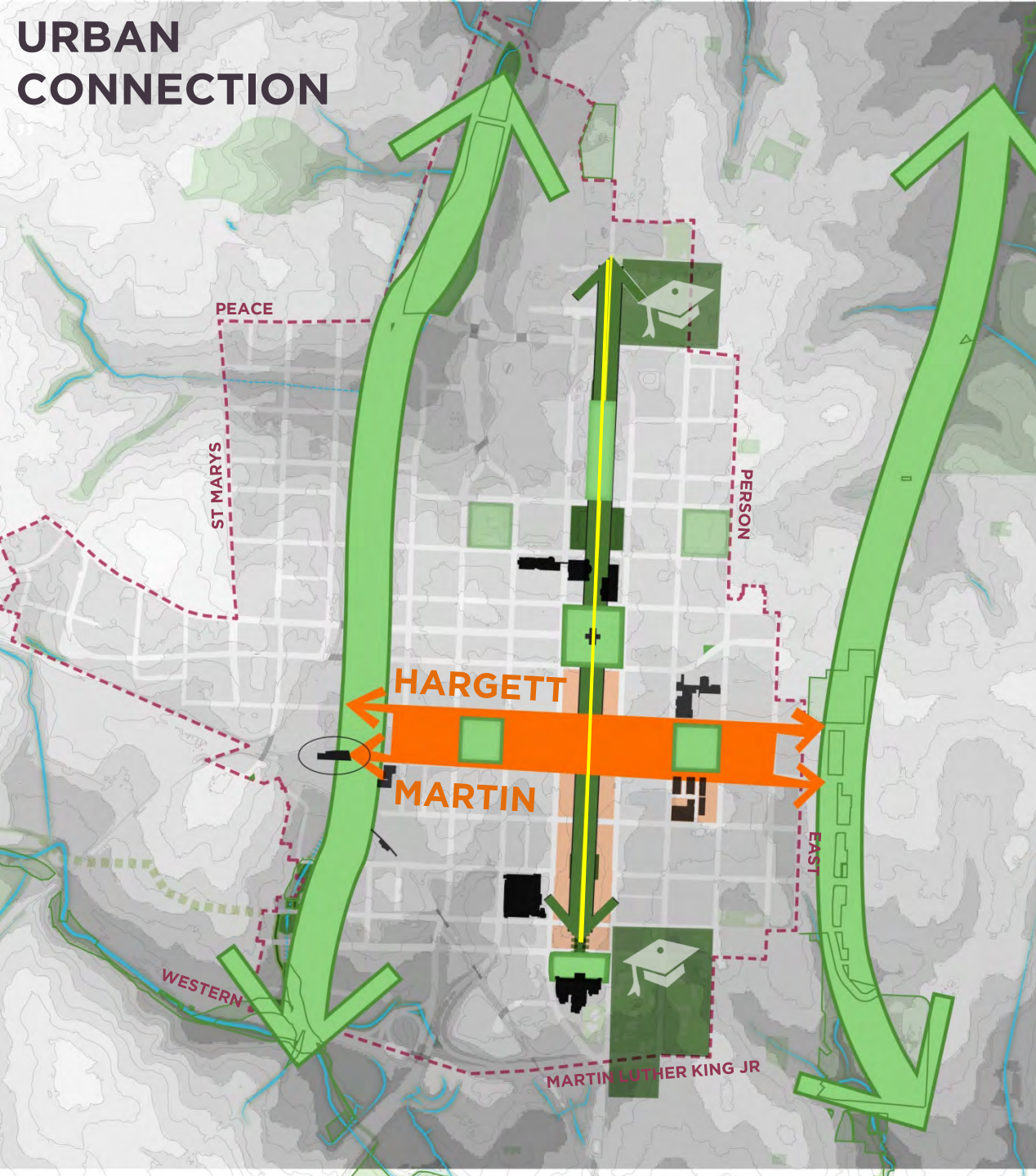
- Extend Fayetteville's high development ridgeline north
- Engage Capital District
- Connect institutions



URBAN GREENWAYS



- Connect the 4 topographic low points at creeks to create 2 greenways
 1. Dix-Devereux Greenway
 2. Chavis-Oakwood Greenway



- Hargett & Martin as pedestrian-oriented urban links
- Retail, cafes, and active streetlife
- Connect Union Station to Fayetteville Street and Moore Square Bus Station

Working



Dining, Shopping, & Entertainment



Visiting



Moving

Growing Up & Growing Old



Living



Innovating



Creating



Experience It.
DOWNTOWN RALEIGH

MOVE



LINK

Raleigh Experience

BREATHE

STAY

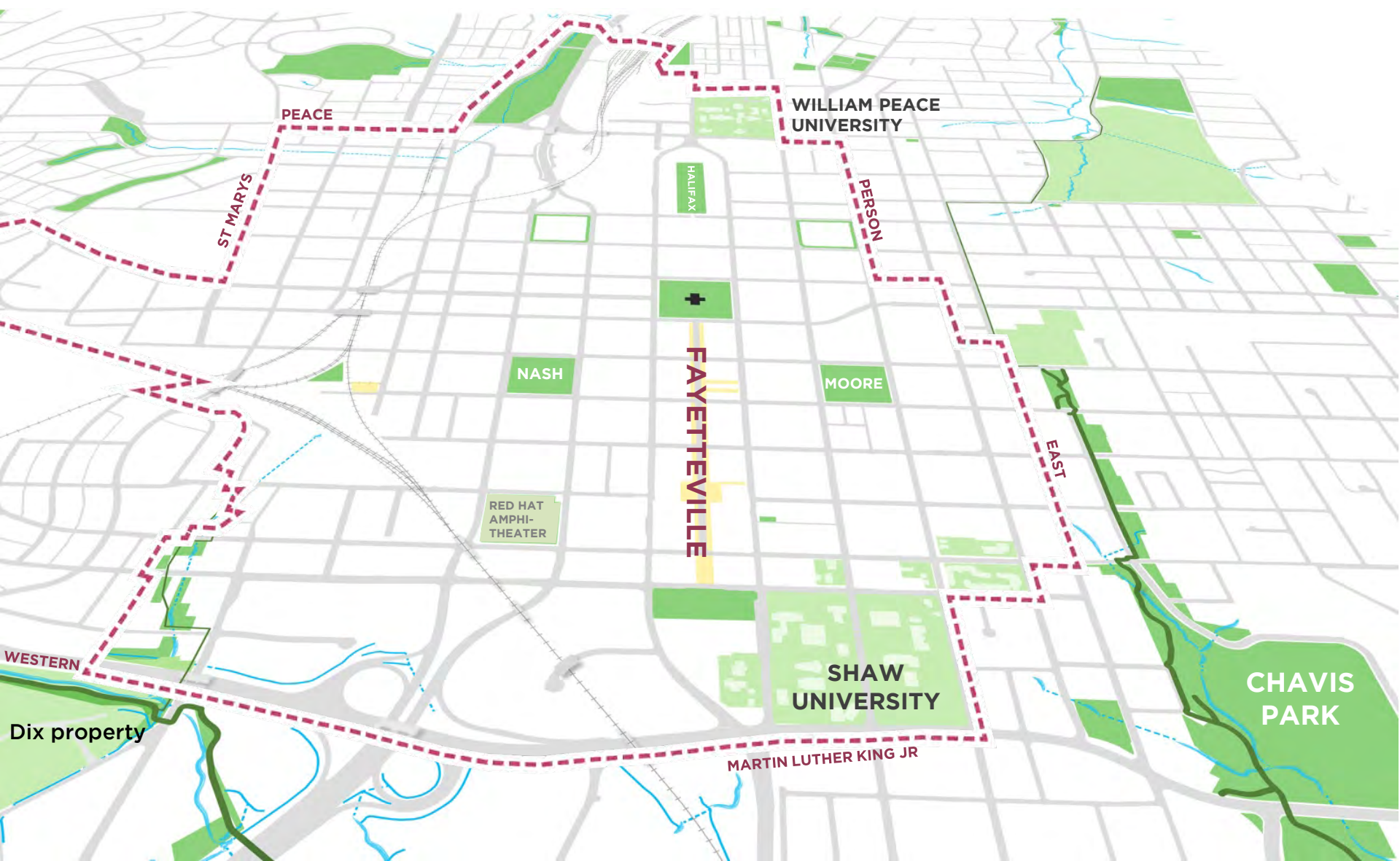


BREATHE

A Greener Raleigh

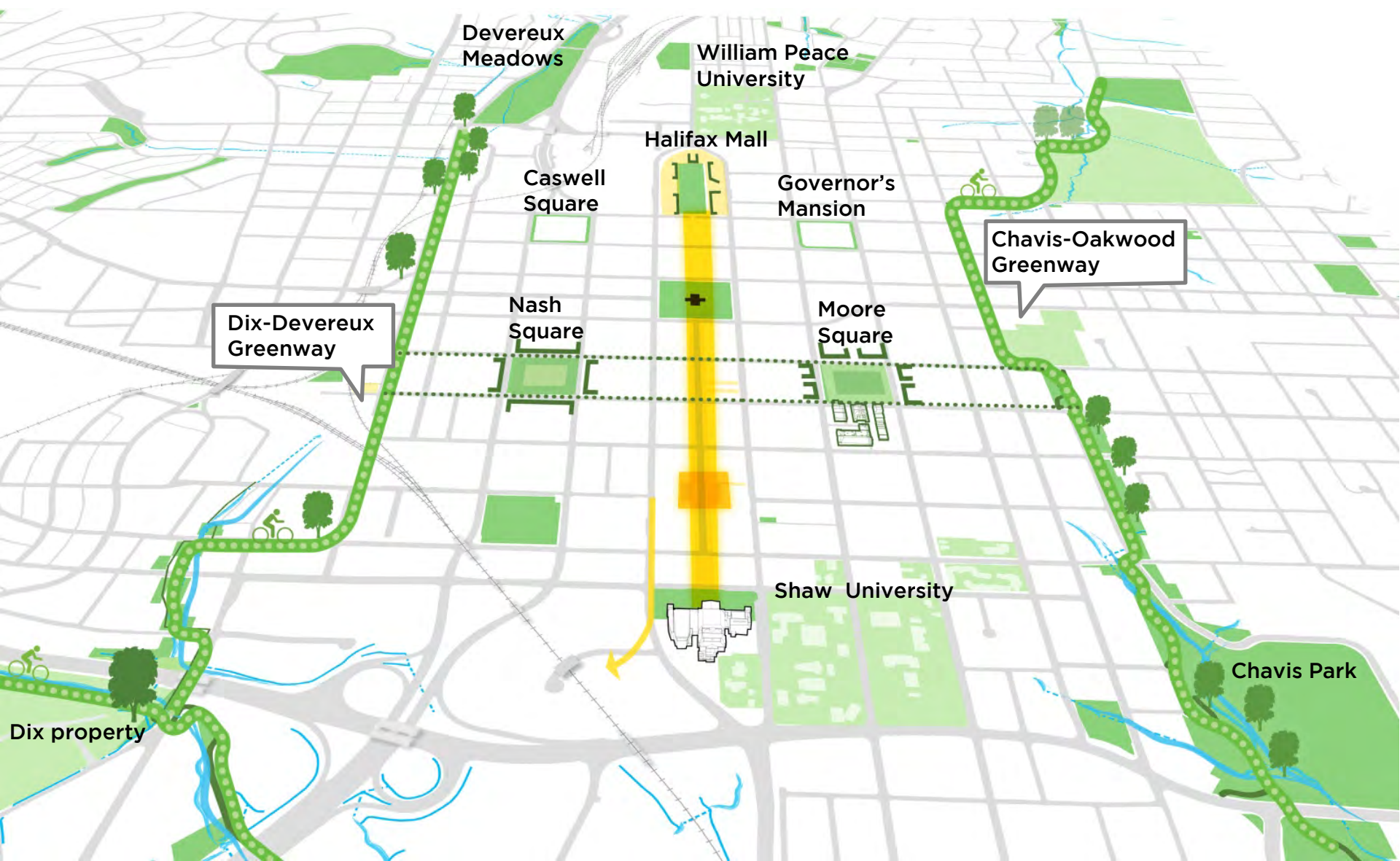
21st century parks that attract people to live, work, and visit downtown, and offer a place to push pause, gather, and relax within the city.

DOWNTOWN RALEIGH TODAY



A GREENER RALEIGH

PARKS AND GREENWAYS








MOVE

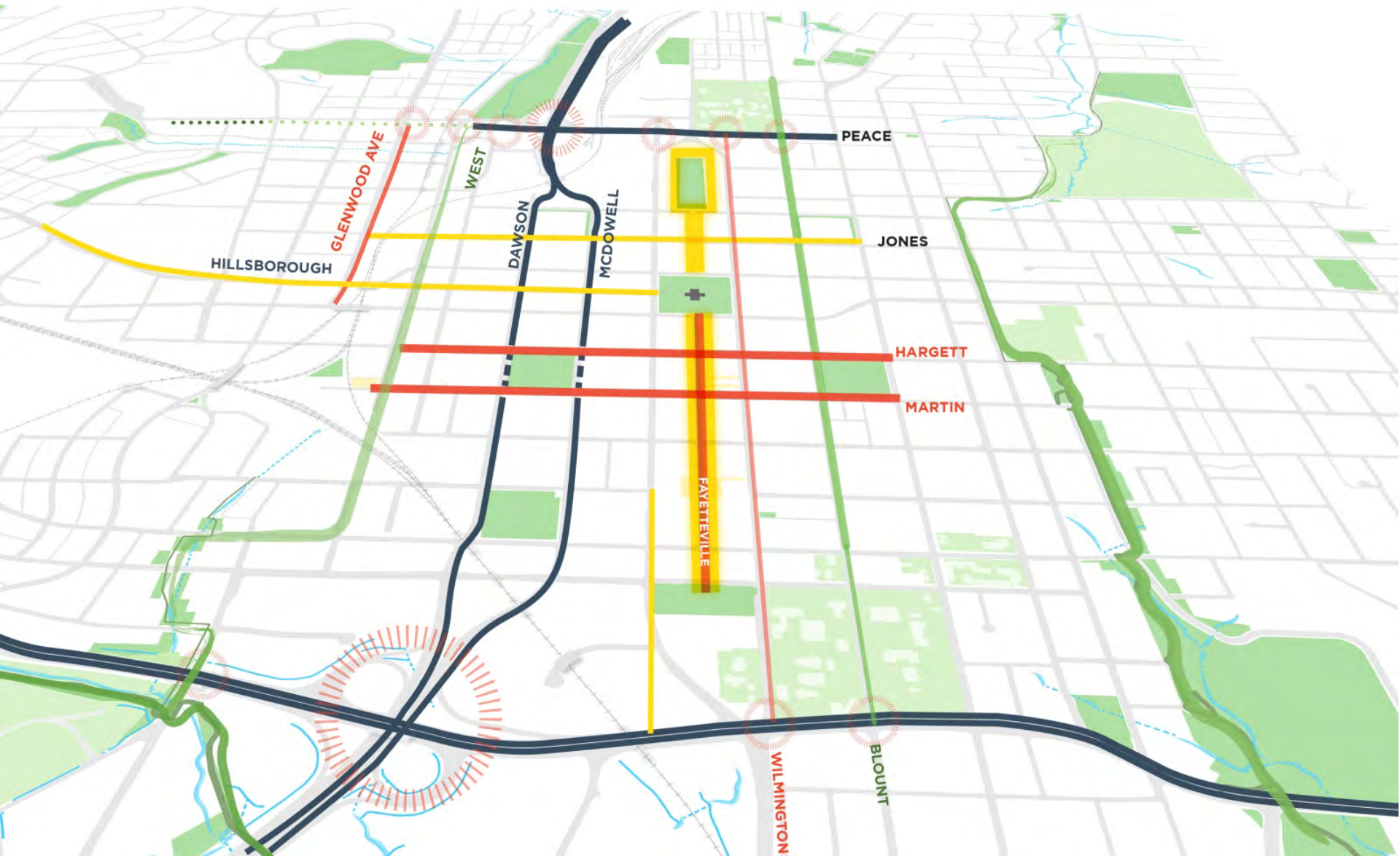
Create Connections

Building on downtown's compact size to make it a nationally competitive model for walkability, transit, and biking.

CONNECTIVITY







STREET CHARACTER

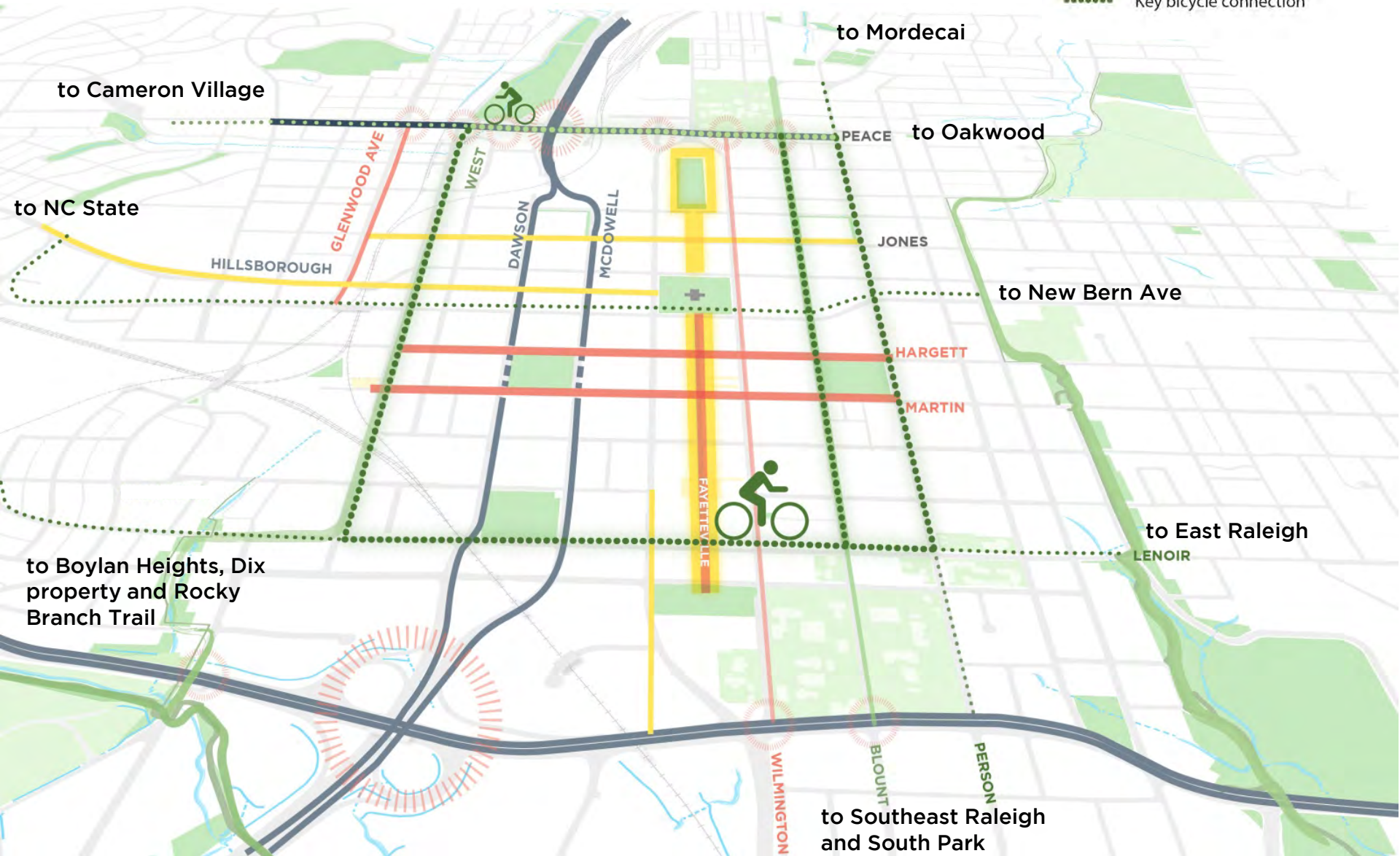
-  Pedestrian-oriented street
-  Safe intersection for all modes
-  Primary green street or greenway
-  Civic / symbolic spine
-  Major vehicular street



CONNECTIVITY

DOWNTOWN BIKE CIRCUIT

-  Pedestrian-oriented street
-  Safe intersection for all modes
-  Primary green street or greenway
-  Civic / symbolic spine
-  Major vehicular street
-  Key bicycle connection

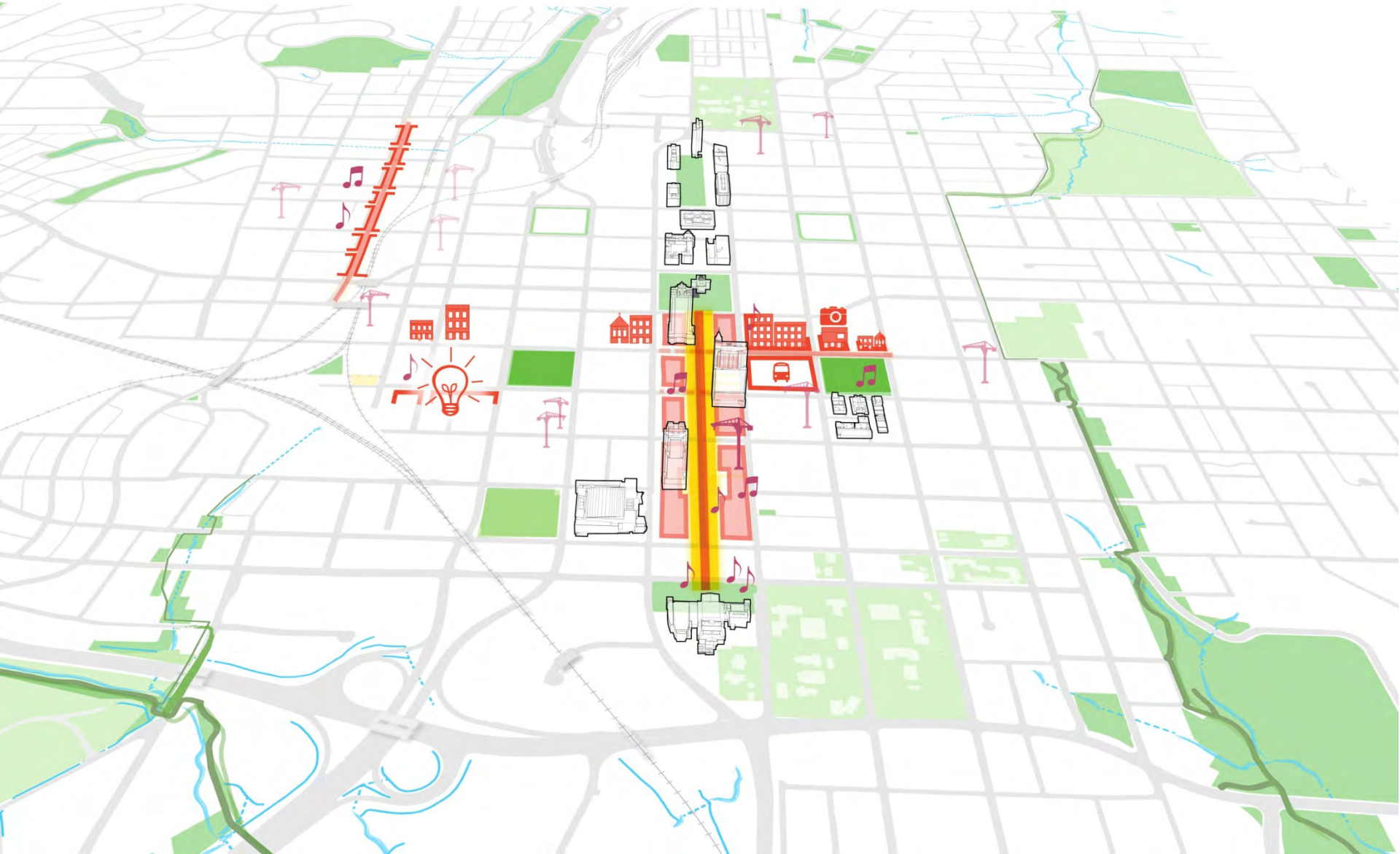


STAY

Revitalization & Redevelopment

Realize downtown's potential as a dynamic, diverse city-center neighborhood anchoring tourism and culture for all generations.

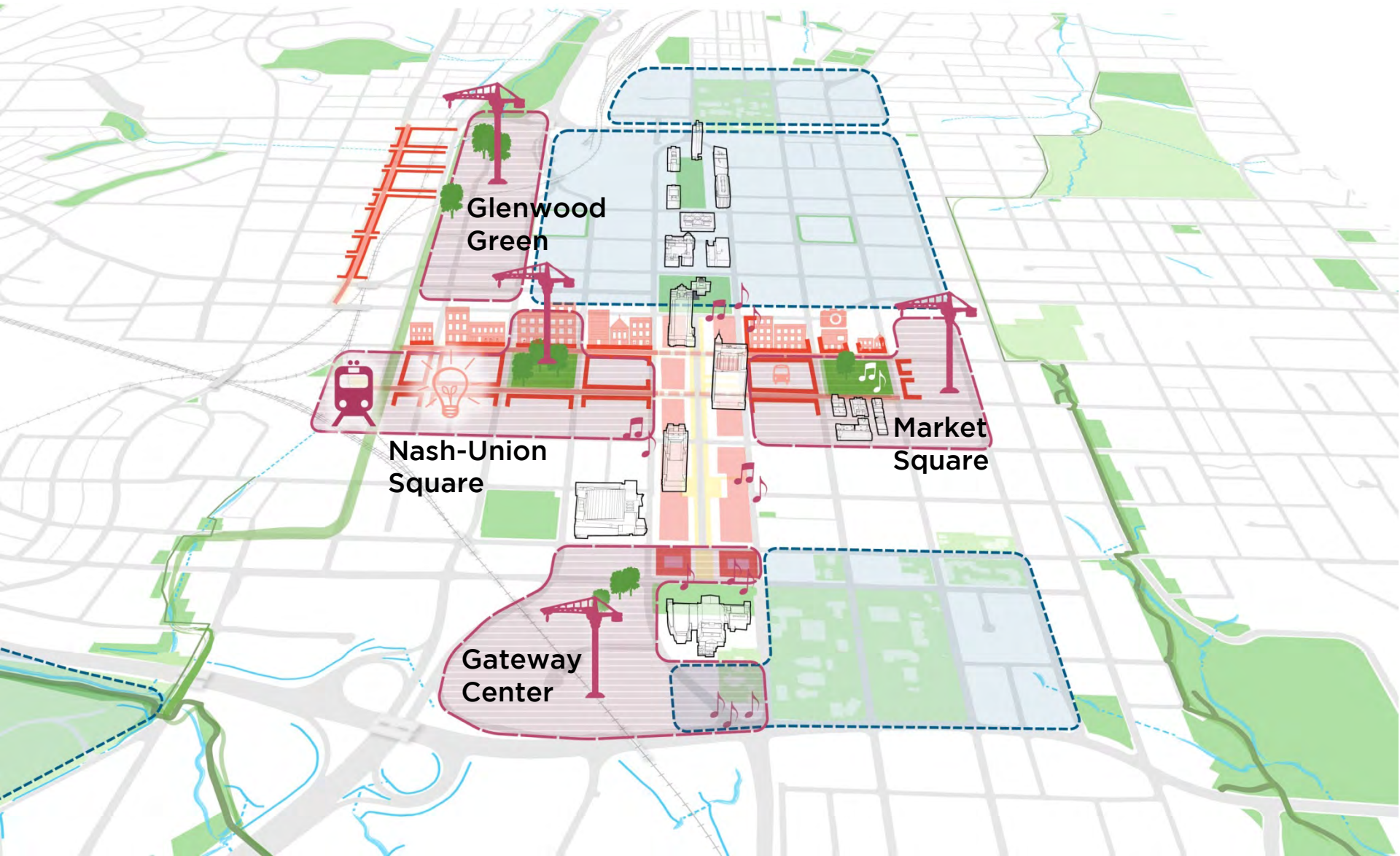
REDEVELOPMENT & REVITALIZATION TODAY



REDEVELOPMENT & REVITALIZATION

FUTURE GROWTH OPPORTUNITIES

-  Redevelopment zones
-  Partnership Opportunities
-  Catalytic and Infill Sites

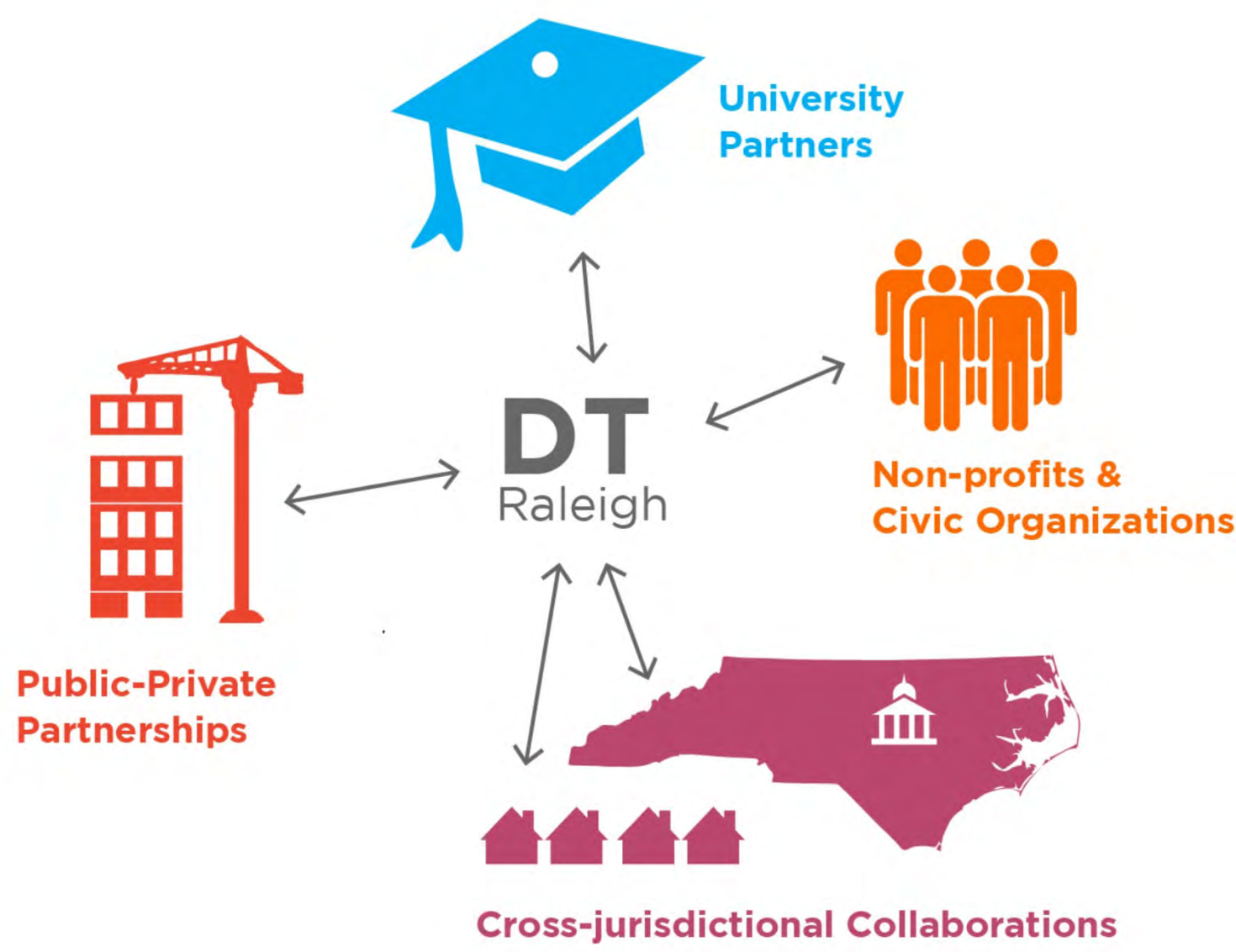


LINK

Network & Partner

Make it happen! Bring together institutional, public, and private partners to bring Downtown's shared vision to life.

LINK
NETWORK & PARTNER



AMPLIFY DISTRICT CHARACTER

FOUR CATALYTIC PRIORITIES

Nash – Union Station

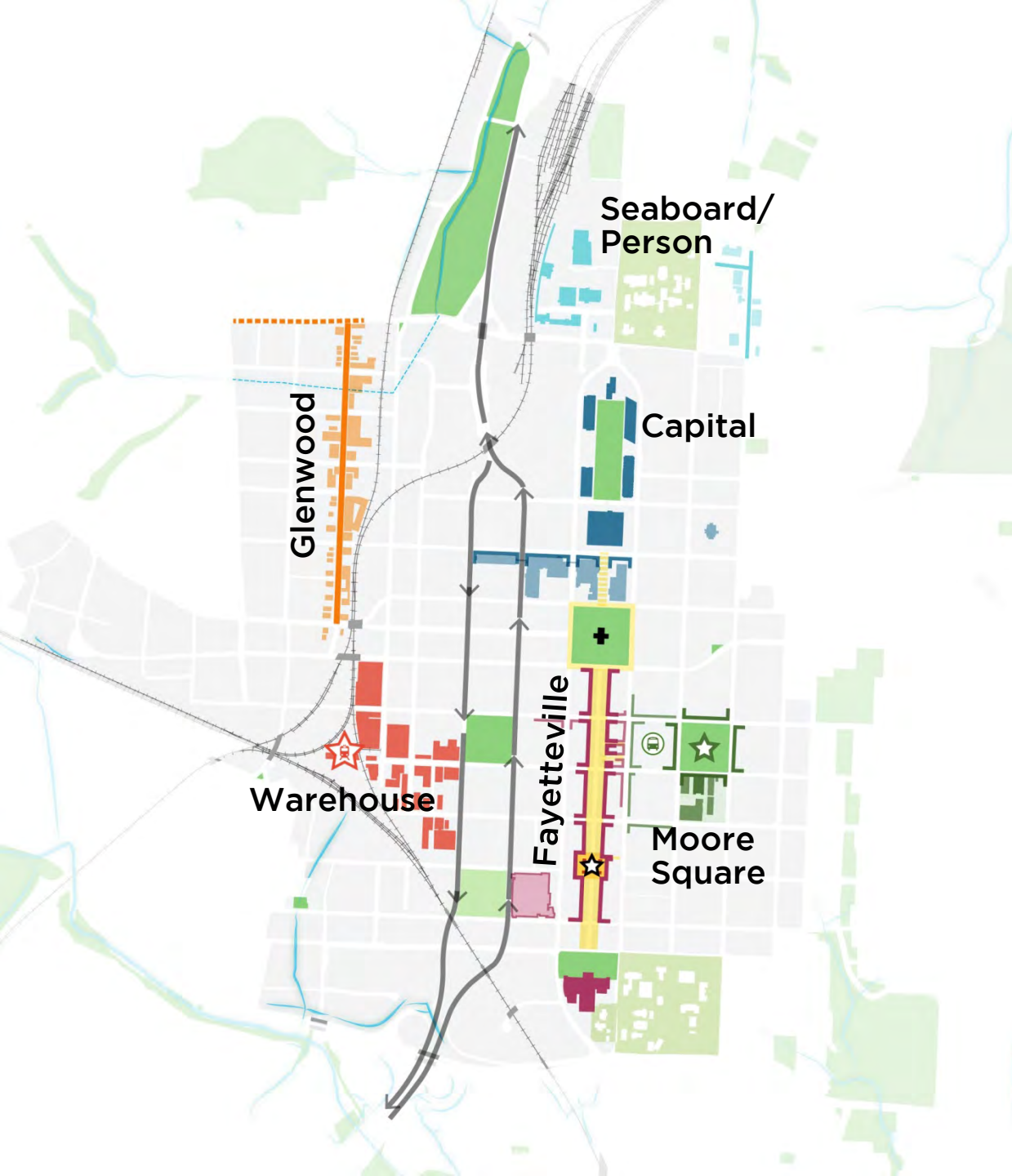
Glenwood Green

Market Square

Gateway Center

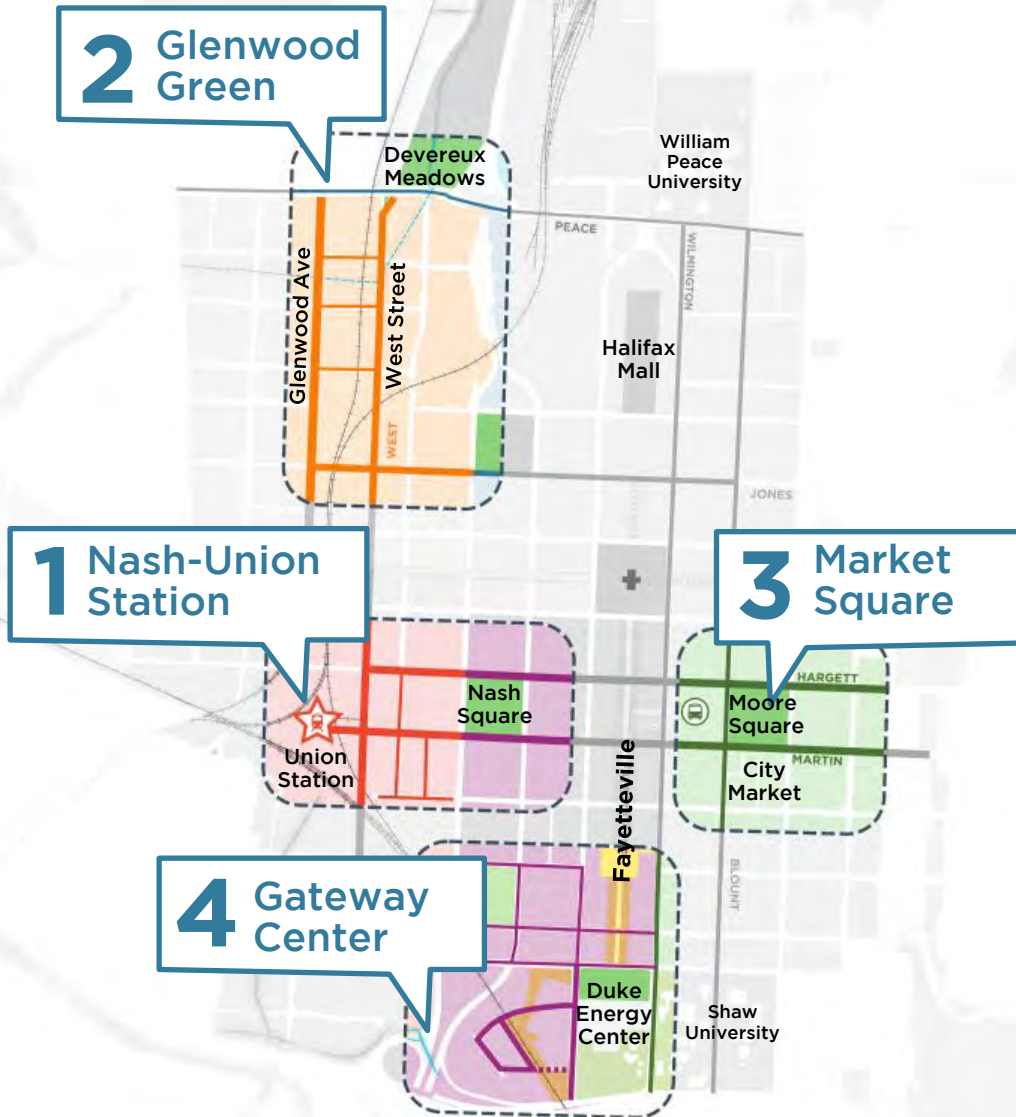
DOWNTOWN DISTRICTS

- Existing character today
- Discrete districts
- Walkability impeded by infrastructure, roads, or dark zones



- Future connected system
- Via streets, trails, and infill development
- West Street connection and development district
- Hargett and Martin walkable pair
- Cultural Innovation District at base of Fayetteville

FOUR CATALYTIC PRIORITIES



NASH – UNION STATION



NASH SQ

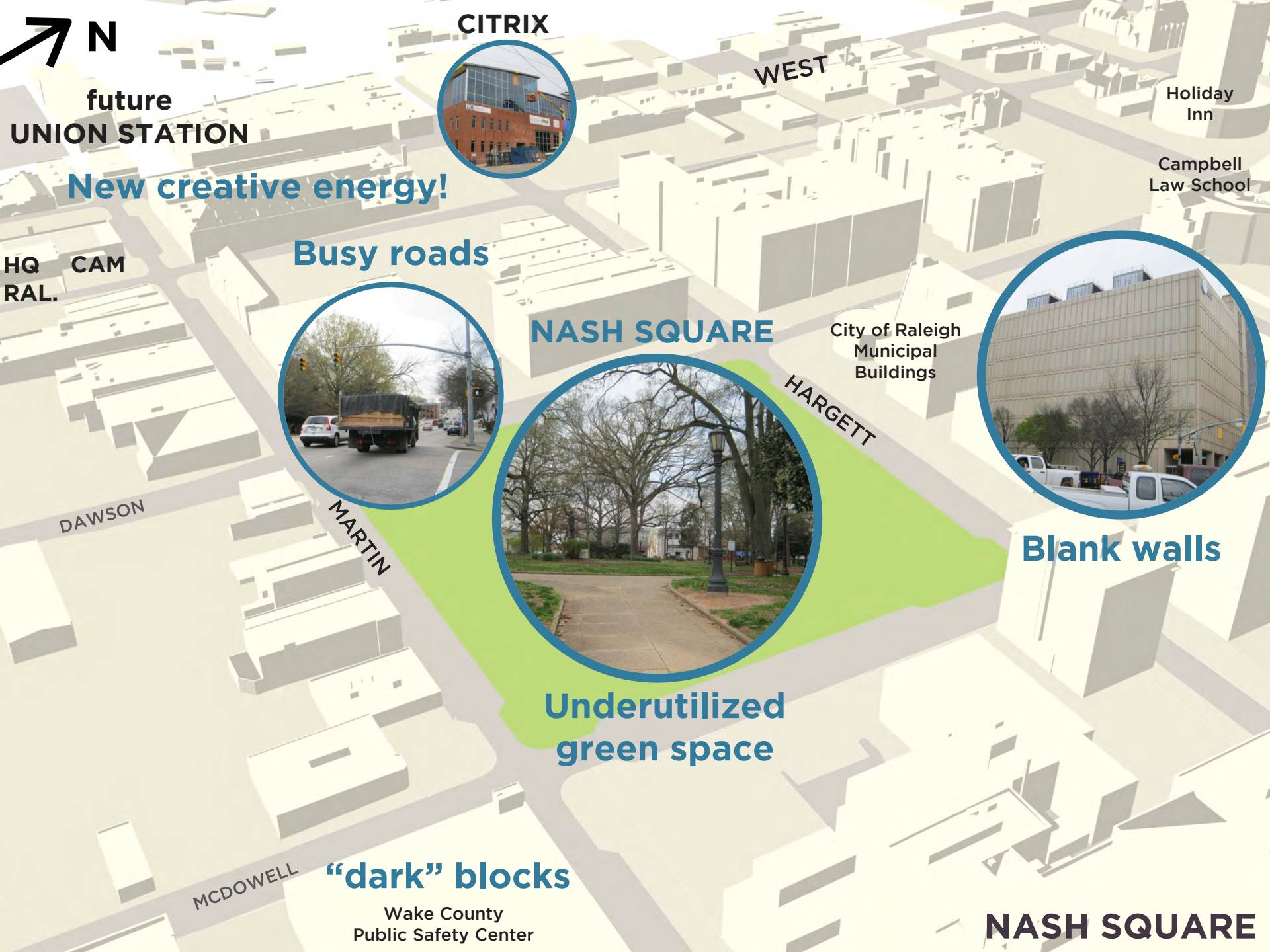
WEST

HARGETT

MARTIN

UNION
STATION

**TRANSIT-ORIENTED DEVELOPMENT – ACTIVE EDGES –
PARK OASIS – PEDESTRIAN WALKABILITY – GREEN
LINK – INNOVATION & ENTREPRENEURIAL SPIRIT**



N

future

UNION STATION

New creative energy!

HQ
RAL.

CAM

Busy roads



CITRIX

WEST

Holiday
Inn

Campbell
Law School

NASH SQUARE

City of Raleigh
Municipal
Buildings

HARGETT



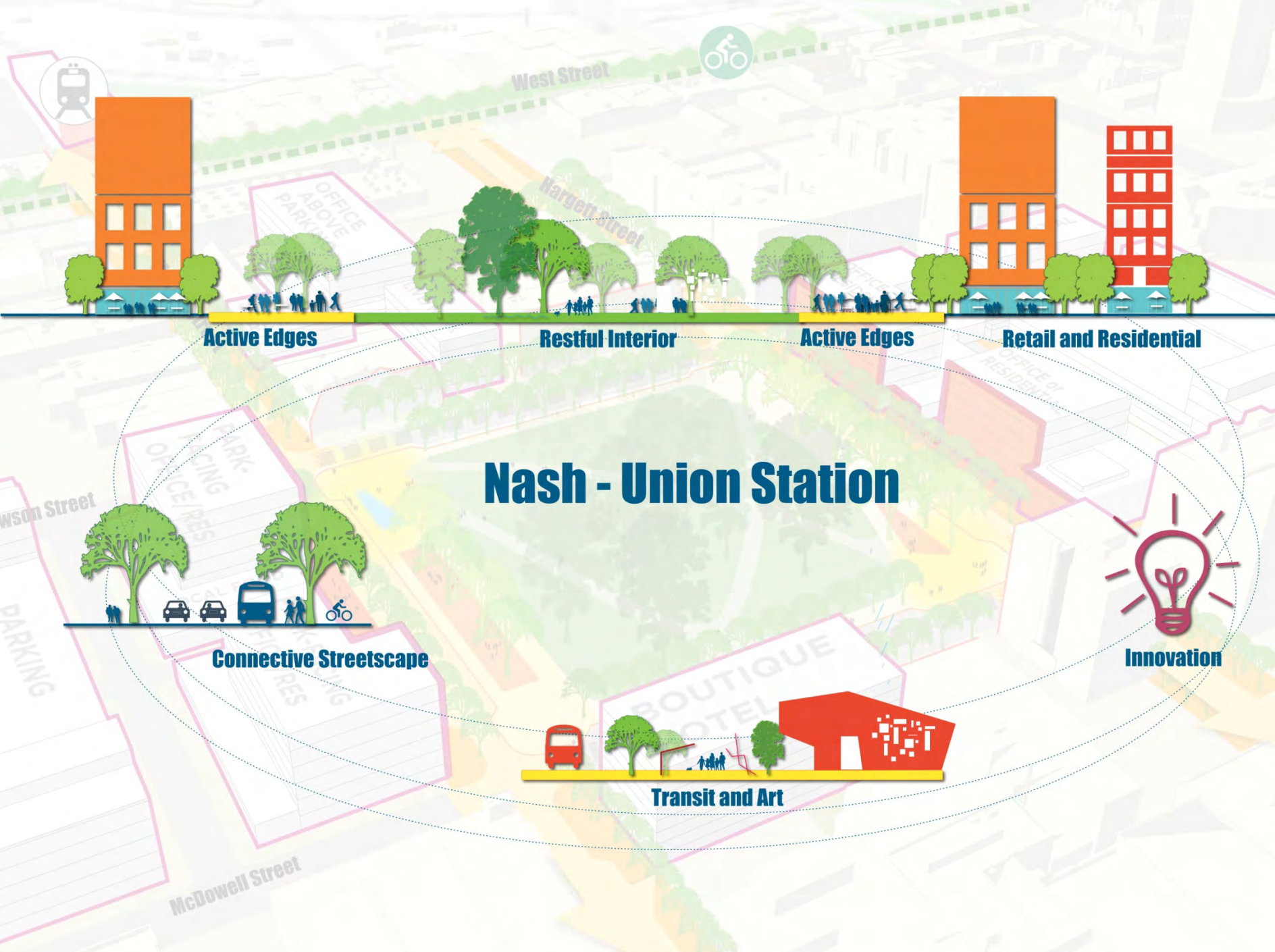
Blank walls

Underutilized
green space

“dark” blocks

Wake County
Public Safety Center

NASH SQUARE



West Street

Hargett Street

Dawson Street

PARKING

McDowell Street

OFFICE ABOVE
PARKING

OFFICE OF
RESIDENTIAL

BOUTIQUE
HOTEL

Active Edges

Restful Interior

Active Edges

Retail and Residential

Connective Streetscape

Transit and Art

Nash - Union Station

Innovation



West Street

Hargett Street

Martin Street

Dawson Street

McDowell Street

OFFICE
ABOVE
PARKING

LOCAL
RETAIL

LIVE/WORK

PARK-
FACING
OFFICE/RES

LOCAL FOOD

PARK-FACING
OFFICE/RES

PARKING

BOUTIQUE
HOTEL

OFFICE or
RESIDENTIAL

RESIDENTIAL

OFFICE or
RESIDENTIAL



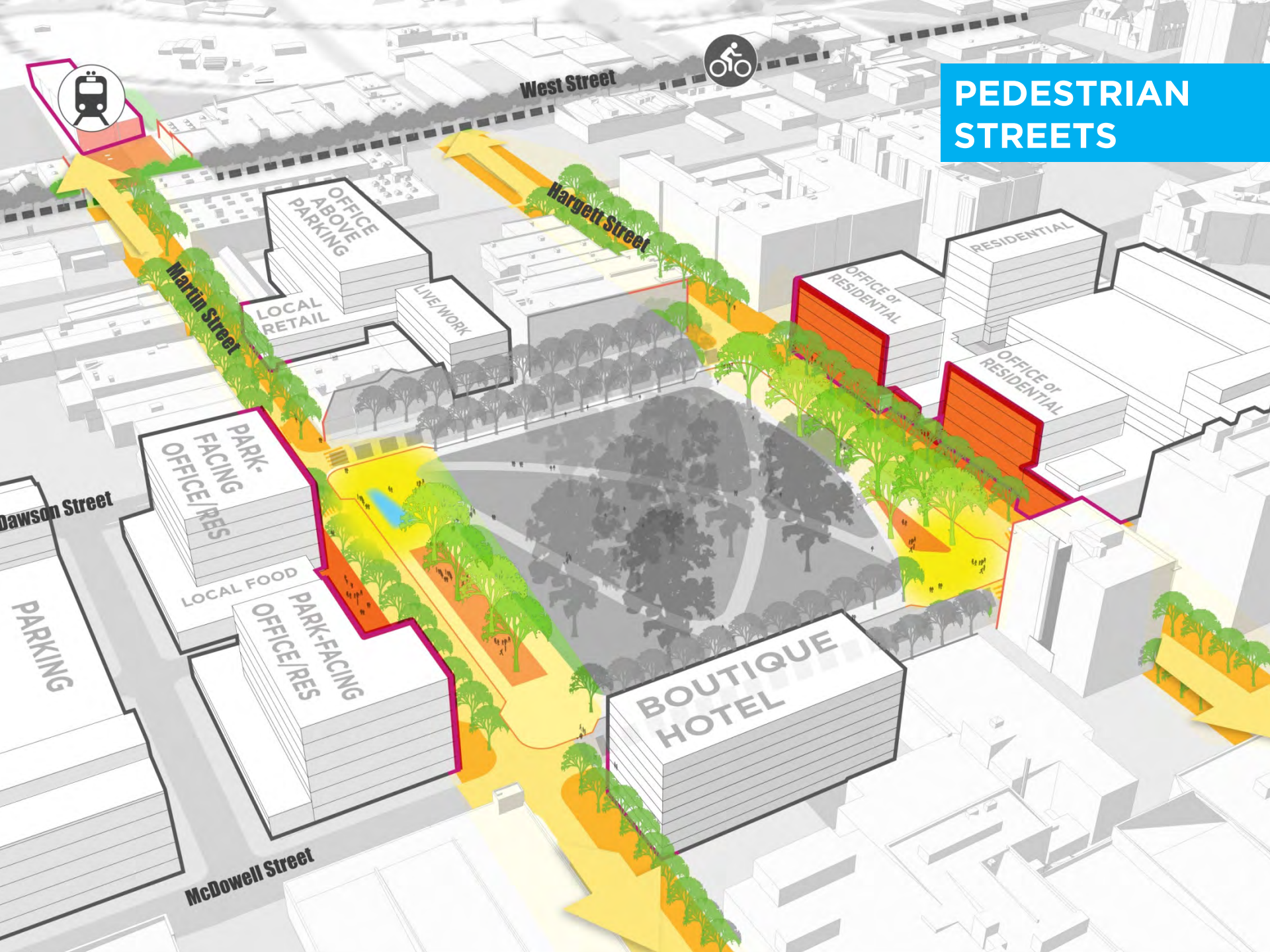
Bryant Park, NYC

**RE-IMAGINE
NASH SQUARE**

**ACTIVE EDGES & A
RESTFUL INTERIOR**



PEDESTRIAN STREETS



West Street

Hargett Street

Martin Street

Dawson Street

McDowell Street

OFFICE
ABOVE
PARKING

LOCAL
RETAIL

LIVE WORK

PARK-
FACING
OFFICE/RES

LOCAL FOOD

PARK-FACING
OFFICE/RES

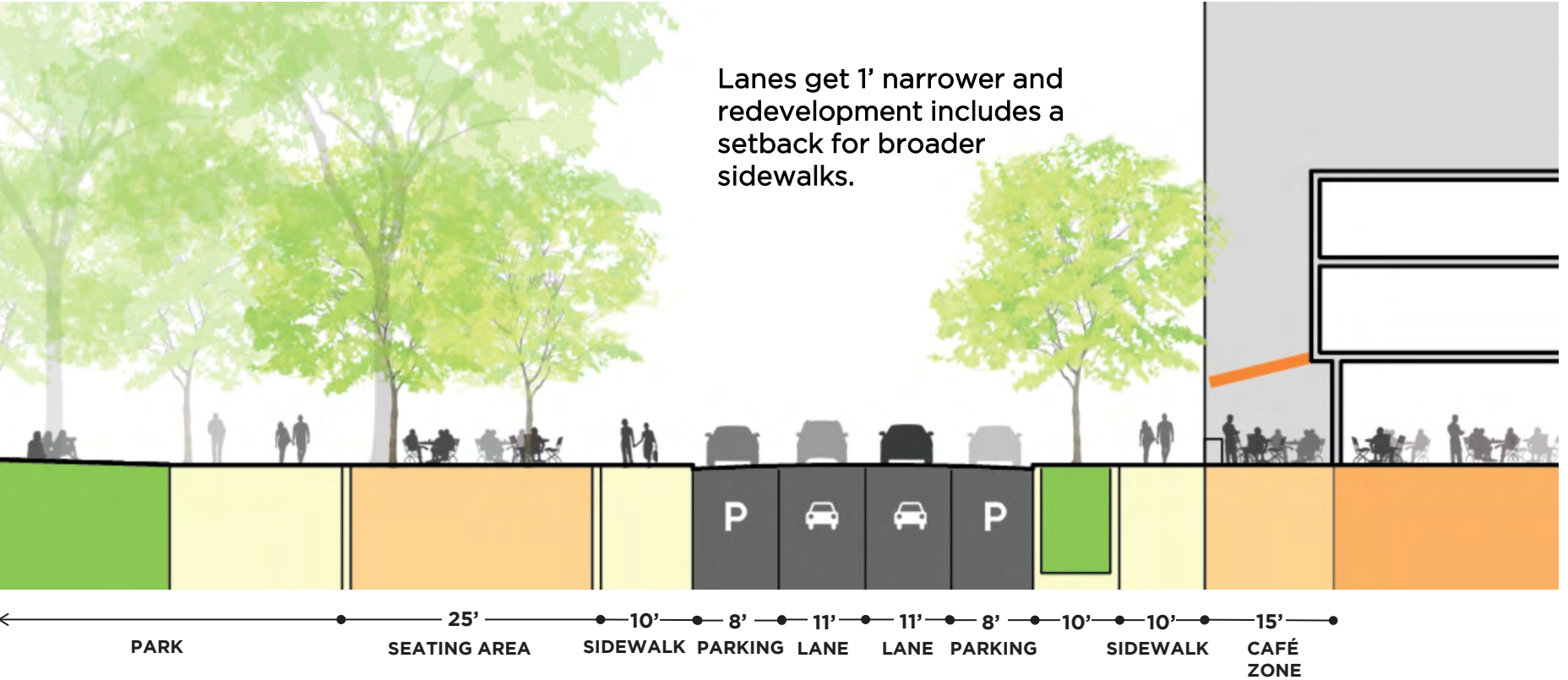
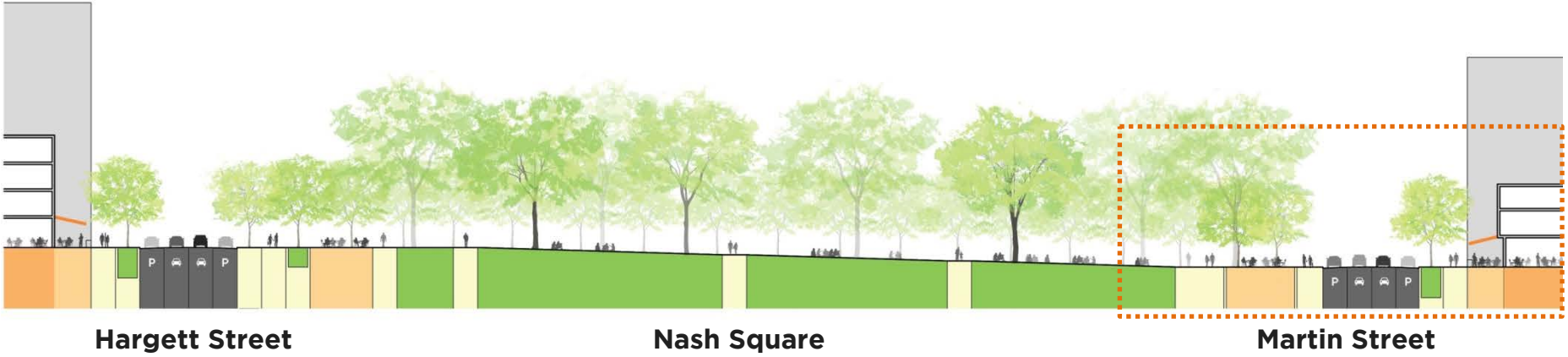
BOUTIQUE
HOTEL

OFFICE or
RESIDENTIAL

RESIDENTIAL

OFFICE or
RESIDENTIAL

HARGETT & MARTIN STREETS: NASH SQUARE



MARTIN STREET SECTION

NEW DEVELOPMENT AND ACTIVE STREETLIFE



Vibrant retail is key to attracting residents and businesses



- Retail strategy should focus on prioritizing retail around the squares and along Hargett and Martin streets
- Improve streetscapes and parks
- Ground-floor retail in redevelopment of City-owned property

Support the growth of businesses unique to Downtown Raleigh to catalyze further growth and investment.

RETAIL STRATEGY SHOULD FOCUS ON ATTRACTING THE RIGHT BUSINESSES TO THE RIGHT LOCATIONS

1

Prioritize Moore and Nash Squares and Hargett-Martin corridors for streetscape improvements and retail development

2


Introduce Downtown-specific toolkit to cultivate vibrant local retail

3

Recruit Downtown grocer as key retail anchor

POSSIBLE GROCERY LOCATIONS

- With future development underway, a 50,000 sf grocery store is supportable
- Given proximity of Glenwood South to Cameron Village, focus on Moore Square District and Nash Square
- Incorporate grocery store into redevelopment of City-owned property
- Potential to re-use underutilized City Market space for grocery or local vendor stalls

 Potential Districts for Grocery Location

Neighborhood serving grocery contributes to Downtown's evolution as 24/7 neighborhood.

GLENWOOD GREEN



PEACE STREET

GLENWOOD

WEST

URBAN GREENWAY – CONNECTED OPEN SPACE –
COMPLETE STREETS – DISTRICT CONNECTIONS –
COMMUNITY CENTER – RAIL INFRASTRUCTURE REUSE



Pigeon House Branch



Tough walking and bicycling connections

Planned intersection improvements

PEACE STREET

CAPITAL BLVD

HARRINGTON

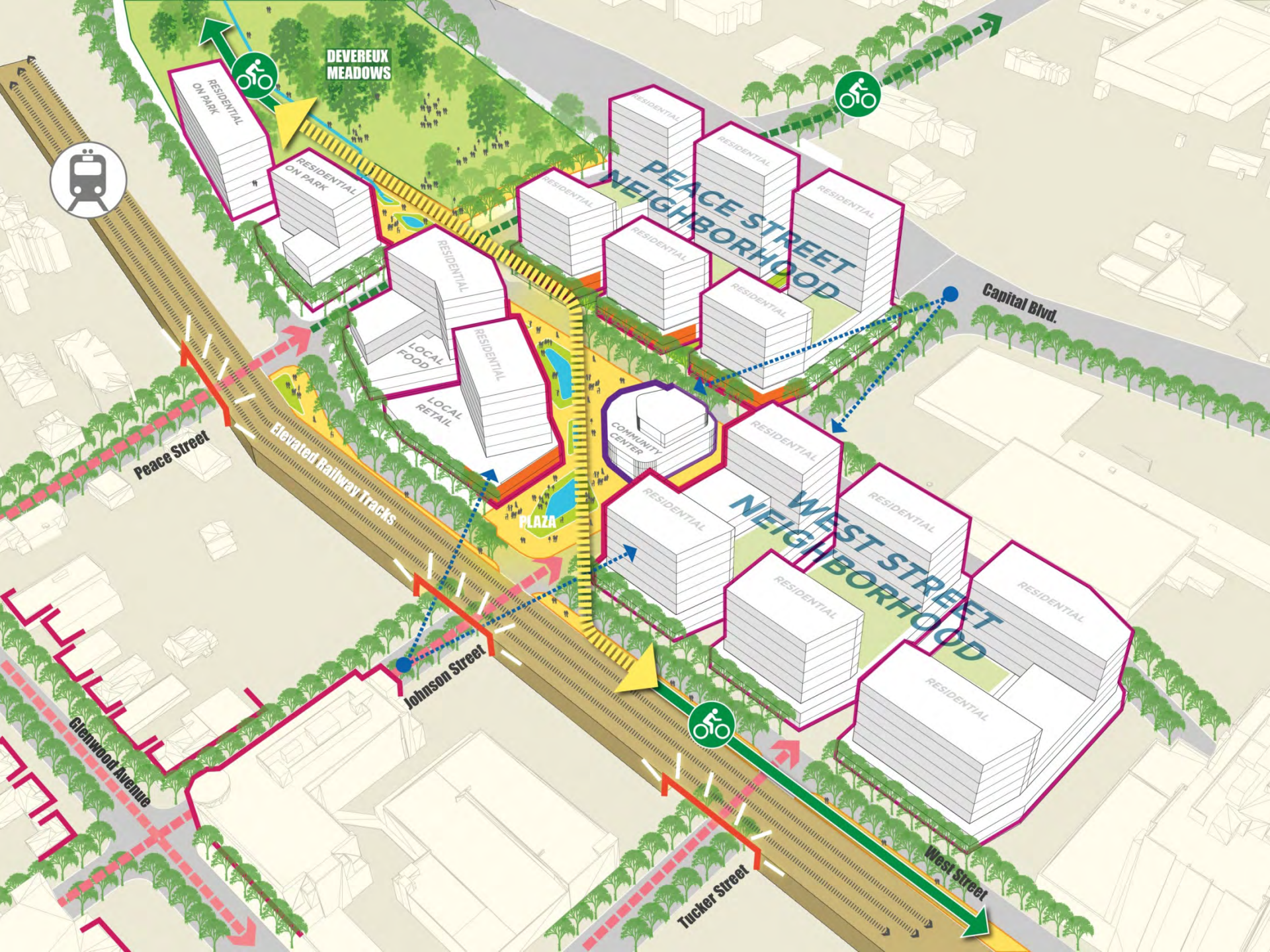
Glenwood Ave Destination



WEST

GLENWOOD SOUTH TODAY





DEVEREUX
MEADOWS

RESIDENTIAL
ON PARK

RESIDENTIAL
ON PARK

RESIDENTIAL

LOCAL
FOOD

LOCAL
RETAIL

RESIDENTIAL

PLAZA

COMMUNITY
CENTER

RESIDENTIAL

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Peace Street

Elevated Railway Tracks

Johnson Street

Glenwood Avenue

Tucker Street

West Street

Capital Blvd.

PEACE STREET
NEIGHBORHOOD

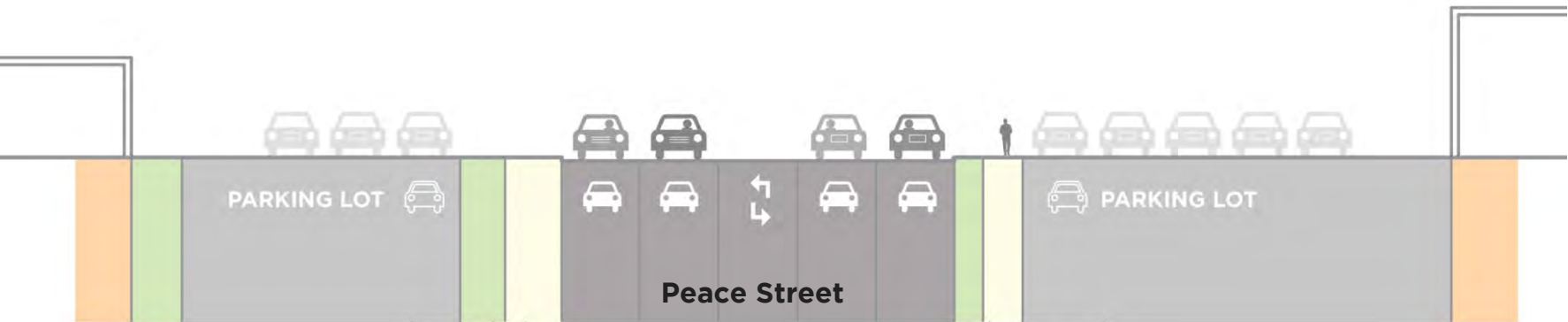
WEST STREET
NEIGHBORHOOD

MULTI-MODAL GREEN STREET



Allegheny Riverfront, Pittsburgh, PA

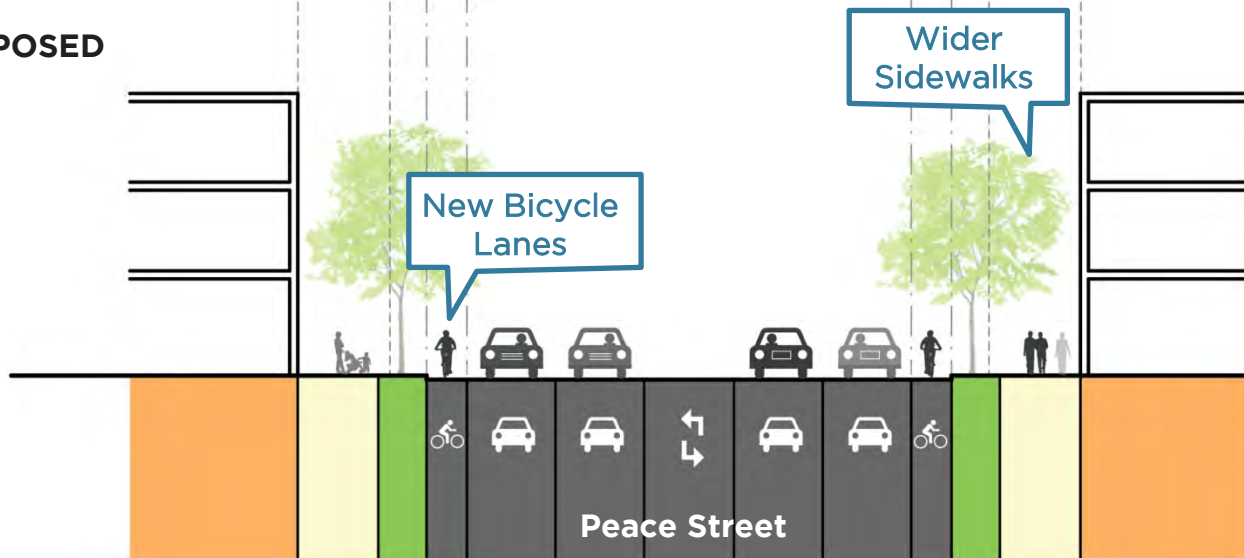
PEACE STREET REDESIGN



EXISTING

+ ~11.5' +5' +5' + ~11.5'

PROPOSED



- Improvements for bicyclists and pedestrians without decreasing vehicular capacity
- 10' curb to curb increase allows for bicycle lanes
- Set parameters for future development to allow for broadened public realm

MARKET SQUARE



MOORE SQ

BLOUNT

PERSON

**DOWNTOWN BIKE CIRCUIT - LEVERAGING CITY
OWNED LAND - URBAN SQUARE - DESTINATION
MARKET - TRANSIT HUB - NEIGHBORHOOD LINKS**



Moore Square

Safety concerns currently, but redesign aims to renew park



City Market

Cobblestone Hall historic anchor currently underutilized



Marbles Museum: regional attraction



Moore Square Transit Center: Perception of safety issues, but improvements are planned



Mid-Block Connections

Green Edges

Active Interior

Green Edges

Mid-Block Connections

Market Square

Connective Streetscape

Family Friendly

Art and Food

City Market

MARBLES
MUSEUM

BOUNIQUE
HOTEL

Blount Street

Hanger Street

Martin Street

Person Street



RES.

OFFICE or
RESIDENTIAL

OFFICE or
RESIDENTIAL

TOWNHOUSES

RETAIL

CITY
MARKET

Person Street

Martin Street

MARBLES
MUSEUM

BOUTIQUE
HOTEL

Blount Street

Margett Street

STREET CONNECTIONS FOR PEDESTRIANS AND BICYCLERS



Raleigh, NC

Blount-Person Street Corridor (future)
Raleigh, NC

CATALYZE A DISTRICT

FINDLAY MARKET



Cincinnati, OH

GATEWAY CENTER



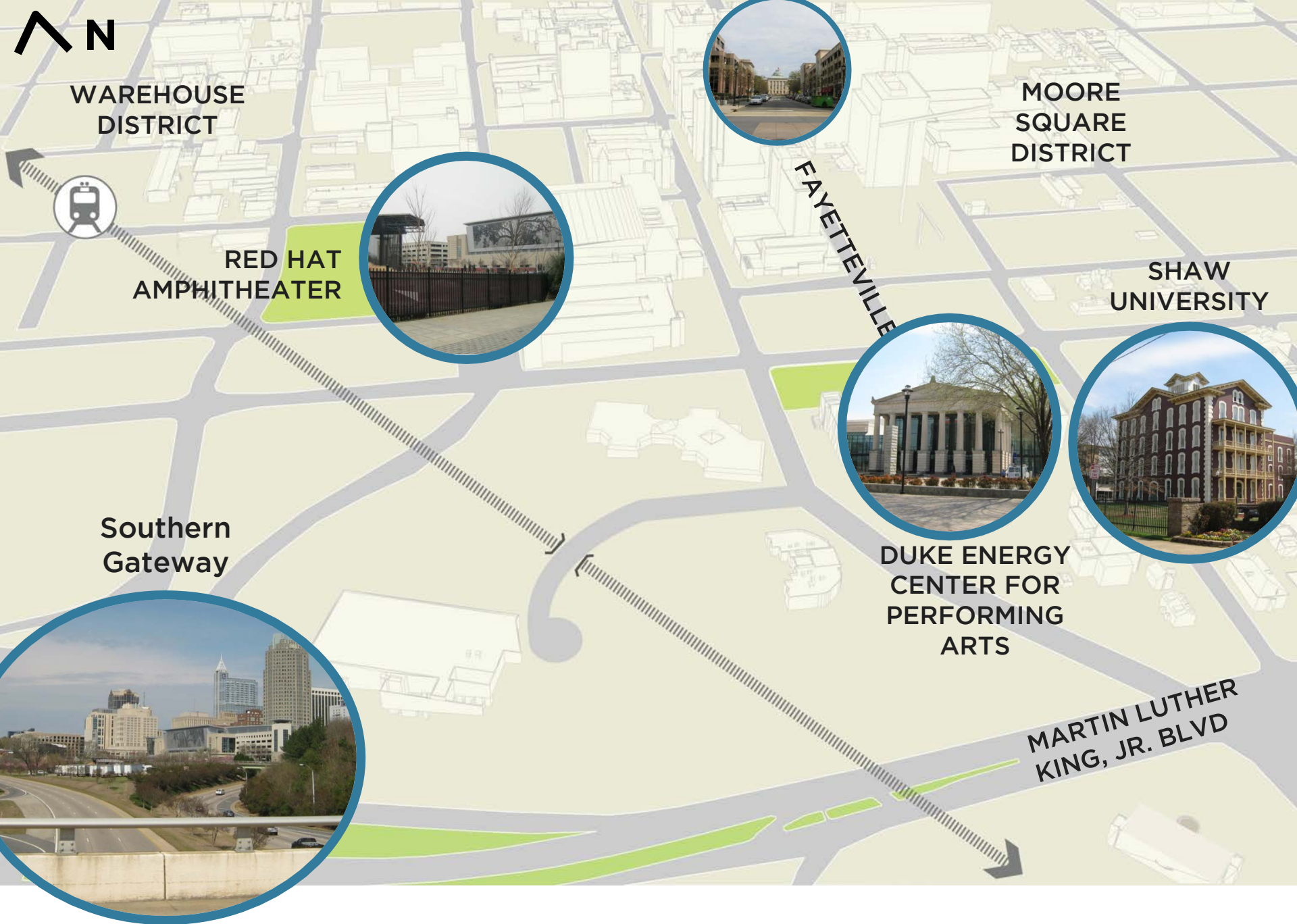
FAYETTEVILLE

CONVENTION
CENTER

DUKE ENERGY
CENTER

MLK

**DOWNTOWN GATEWAY - EXPANDED DEVELOPMENT
POTENTIAL - FAYETTEVILLE LINK - TOURISM GROWTH
CULTURAL / ENTERTAINMENT DISTRICT**



WAREHOUSE DISTRICT

MOORE SQUARE DISTRICT

FAYETTEVILLE

SHAW UNIVERSITY

RED HAT AMPHITHEATER

Southern Gateway

DUKE ENERGY CENTER FOR PERFORMING ARTS

MARTIN LUTHER KING, JR. BLVD

GATEWAY SITE TODAY

Gateway Center

Entertainment/ Tourism Expansion

Innovation

Job Creation

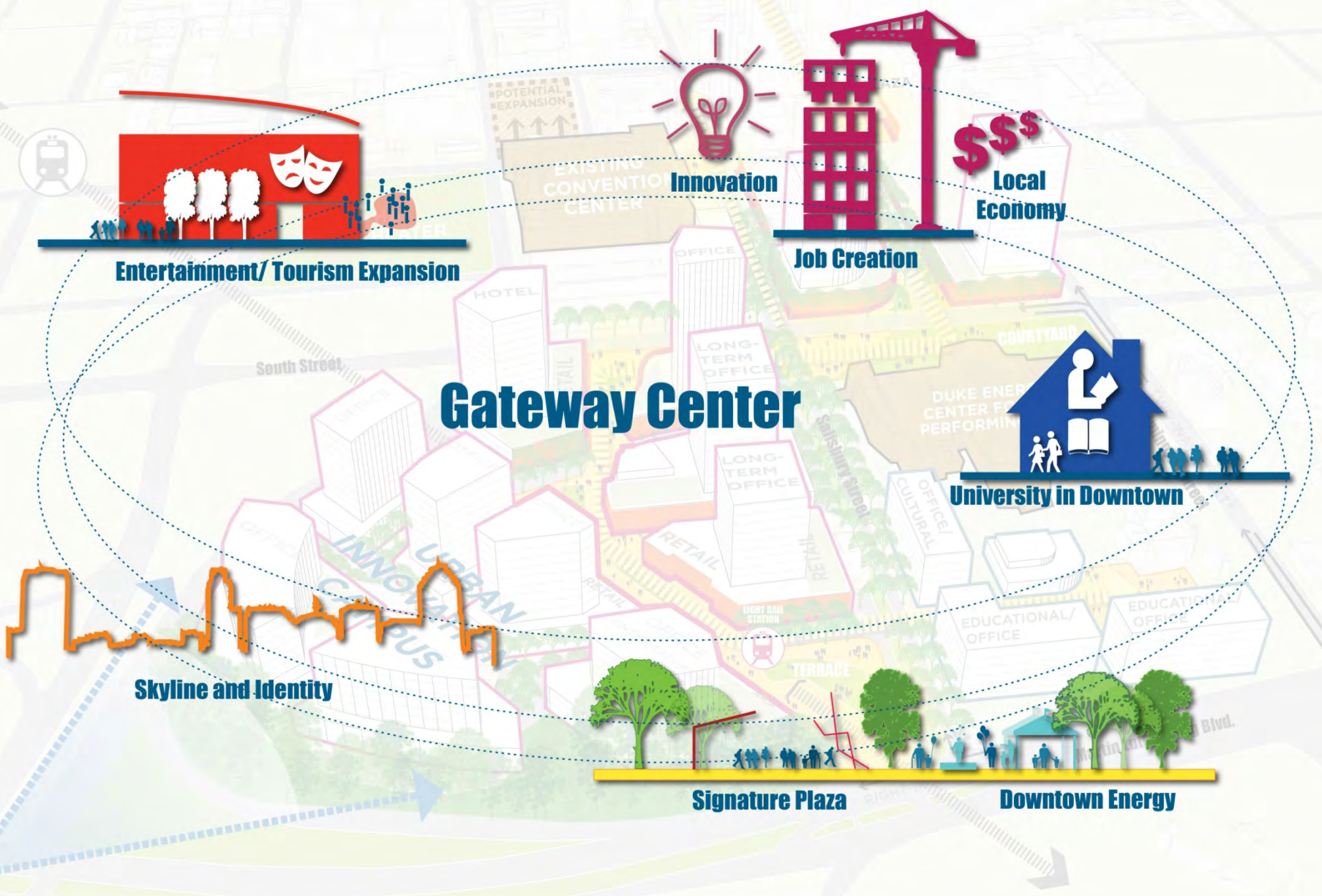
Local Economy

University in Downtown

Skyline and Identity

Signature Plaza

Downtown Energy





* DETERMINING FEASIBILITY OF TWO-WAY CONVERSIONS WILL REQUIRE A TECHNICAL STUDY

OPTION 1: EXTENSION OF FAYETTEVILLE DISTRICT

OPTION 2: POTENTIAL LARGE ENTERTAINMENT SITE



LARGE-SCALE SPORTS VENUE TO CATALYZE NEW URBAN DISTRICT

Arena concept only: Dennis Allain Renderings

Detroit, MI

CREATIVE PROGRAMS AND PLACES



BRIDGE TO PARK



CULTURAL TRAIL



AERIAL TRANSIT



RAIL PARK



DINNER LAB

CONNECTIONS

R-Line Improvements



IMPROVING THE R-LINE TODAY

- Evaluate R-Line for potential route and service improvements
- Develop an optimized R-Line route to better serve existing and future Downtown riders
- Consider time horizon for improvements and funding
 - Short-term vs. long term
 - Existing and future operations and maintenance budget
- Next steps include coordination with ongoing CAT system evaluation

R-LINE IS A UNIQUE SERVICE OF THE CAT SYSTEM

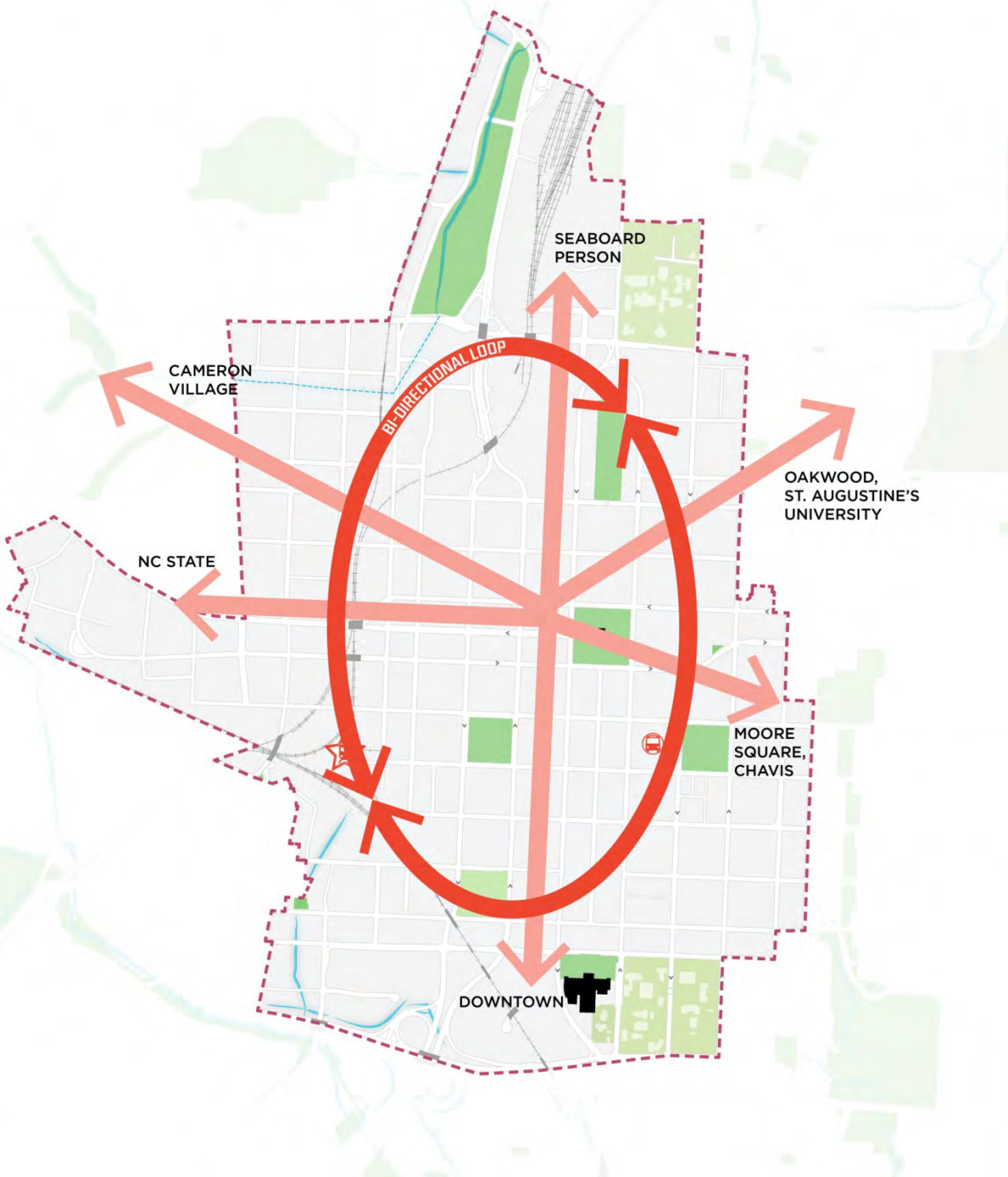
- R-Lines promotes economic development and serves downtown destinations and local travel market
- Existing CAT bus routes serve major downtown destinations:
 - Convention Center / Duke Energy Center
 - Fayetteville Street
 - Moore Square
 - Capital, Seaboard/Person districts
 - Glenwood South
 - Warehouse District

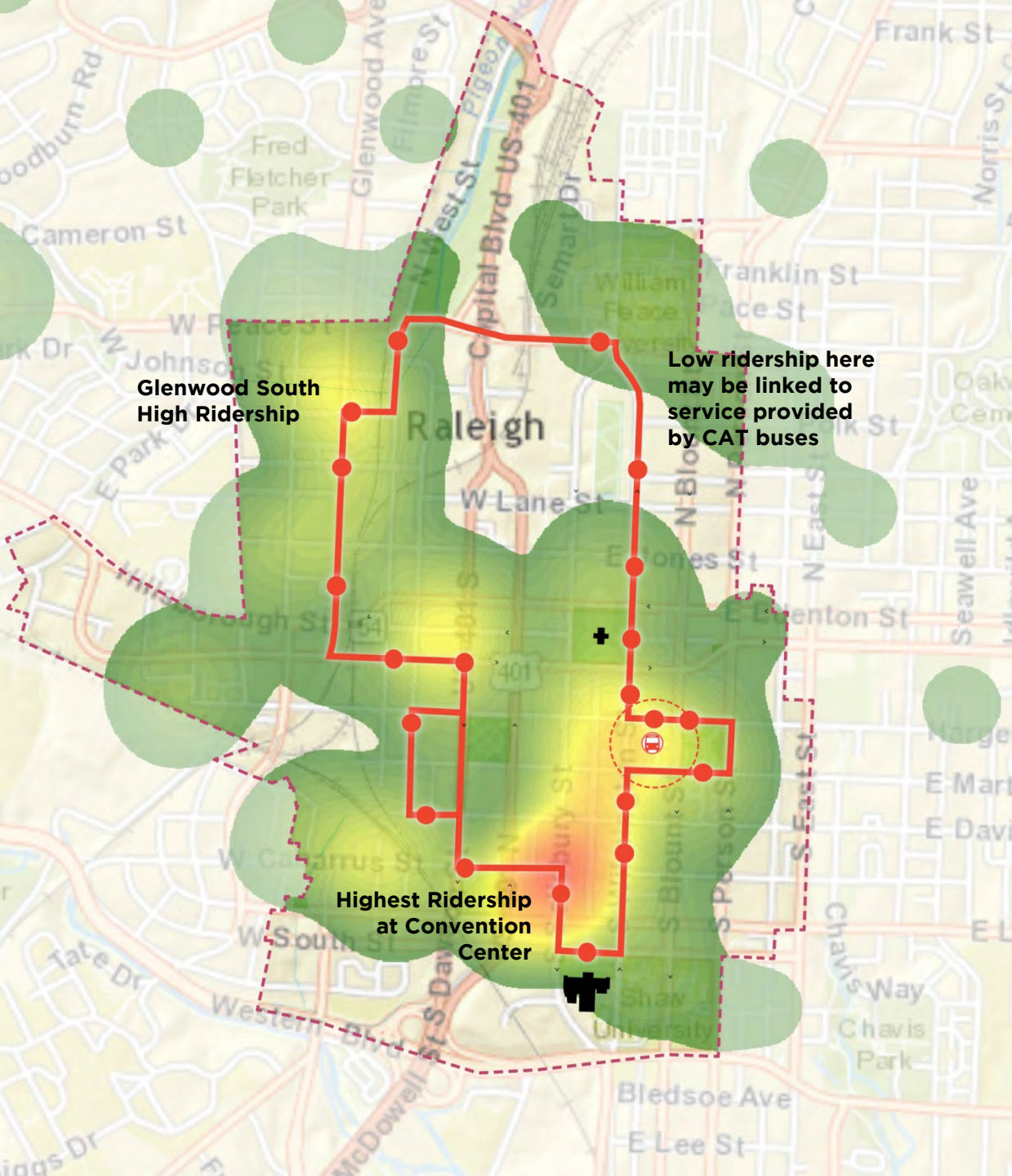


— 2+ CAT bus routes
(thicker line = more routes)

R-LINE “WISH-LIST” & CONSIDERATIONS

- On-board ridership:
99% Very Satisfied or Satisfied
- Majority are occasional riders
 - <1 day/week (24%)
 - 1-3 days/week (47%)
 - 5 days/week (17%)
 - 6-7 days/week (8%)
- Future service considerations:
 - Bi-directional service vs. existing one-way loop
 - Service to adjacent neighborhoods (Cameron Park, Oakwood) Service to NC State University, St. Augustine's University
 - Connect Union Station and Moore Square
 - Trade-offs between travel time/frequency, coverage
 - Expanded service should be studied for impacts to service and costs





HIGH RIDERSHIP SITES

Concentration of ridership at 3 locations:

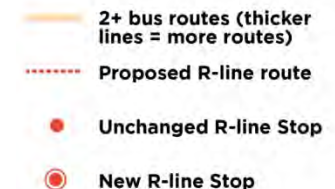
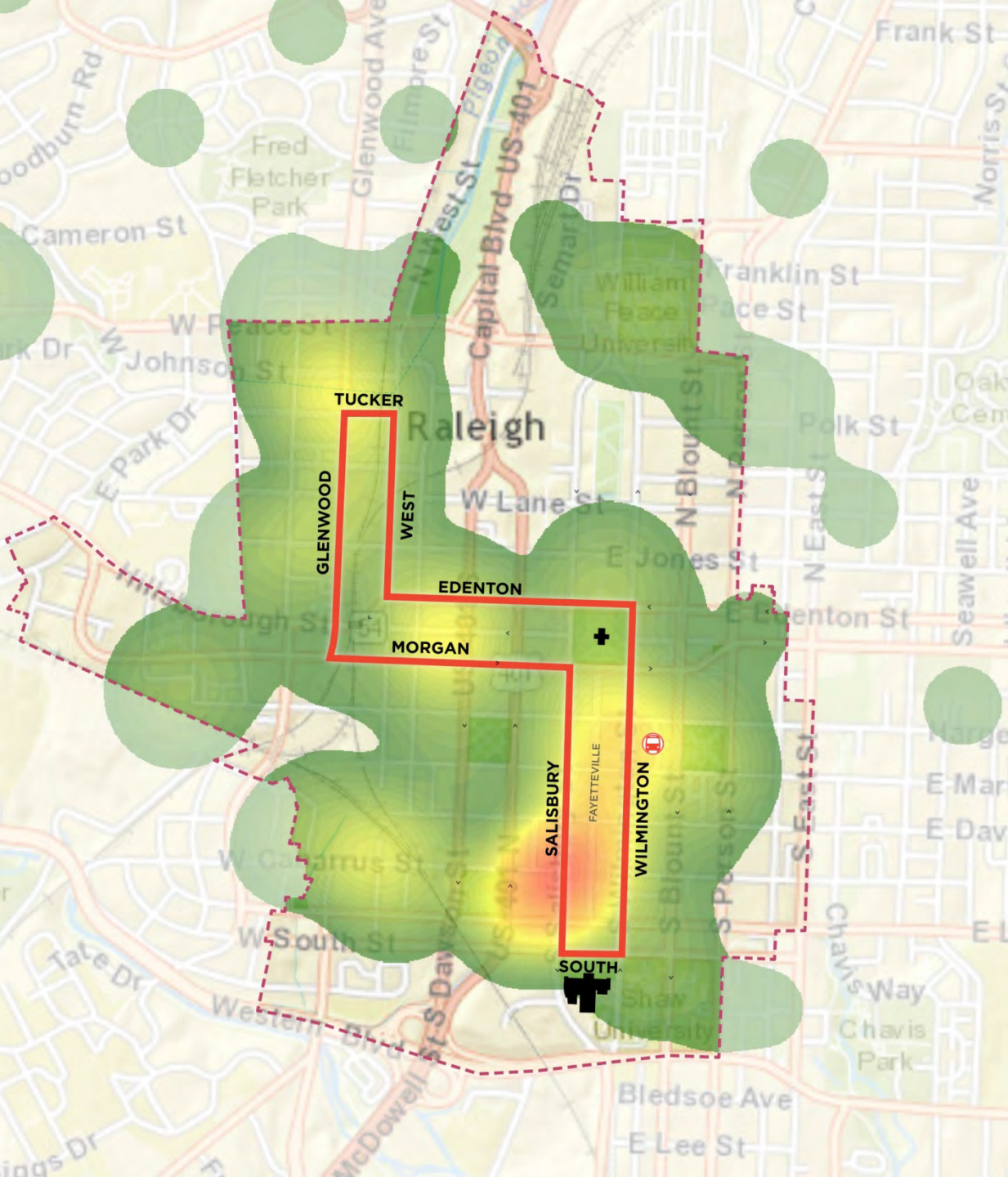
- Convention Center
- Moore Square
- Glenwood South

Low ridership stops





- Warehouse District (0%)
- New Bern (1%)
- State Capitol (1-5%)
- State Government (2%)
- Seaboard (3-5%)
- Performing Arts (2-4%)

POTENTIAL FUTURE R-LINE ROUTE 1

- Tight R-Line loop allows for efficient operation, potential higher frequency, and shorter trips
- Improved signage & technology
- Essentially bi-direction service
- Complements existing CAT service
- Reduces route by 0.8 miles
- No increase in funding – maximizes existing resources
- Some trip times cut in half



The map displays the proposed bus route in Wilmington, NC. The route is a red line with stops at Glenwood, Harrington Lane, Morgan, McDowell, Hargett, Dawson, Cabarrus, South, and Wilmington. The map includes a dashed red boundary for the city limits and a red star icon near the downtown area.

-  **2+ bus routes (thicker lines = more routes)**
-  **Proposed R-line route**
-  **Unchanged R-line Stop**
-  **New R-line Stop**

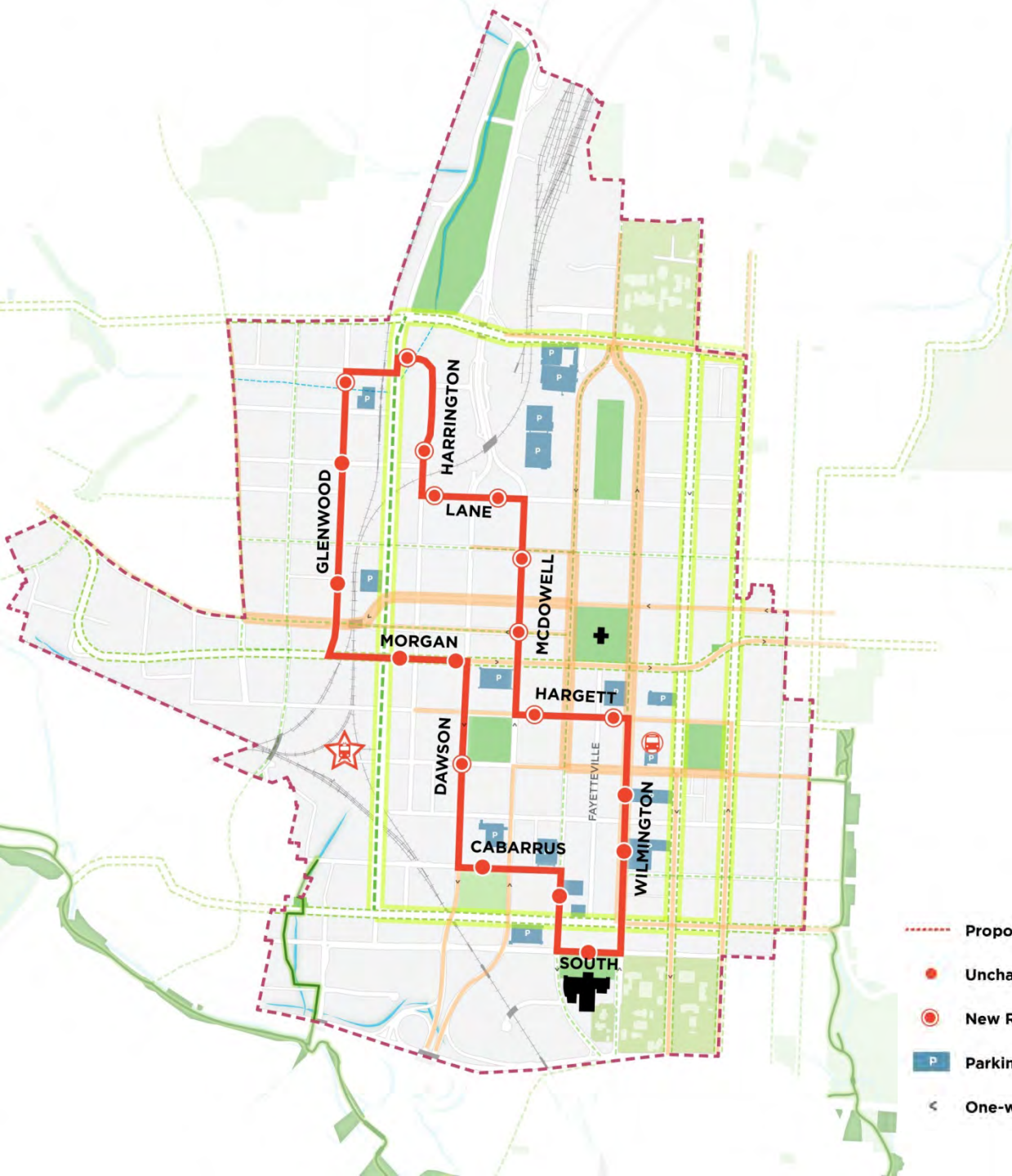
Proposed R-line route

Unchanged R-line Stop

New R-line Stop

INTEGRATED SYSTEM

- Implement Phase 2 of Union Station and Moore Square Transit Center
- Link to bike system
- Coordinate stops with parking garages
- Recommend a study to determine impact of a fare (over $\frac{3}{4}$ of surveyed riders willing to pay some kind of fare)
- Online survey helps inform future R-Line & CAT system planning



ABUNDANCE...

BREATHE

MOVE

STAY

LINK

DOWNTOWN RALEIGH